



The**Retail**Coach®

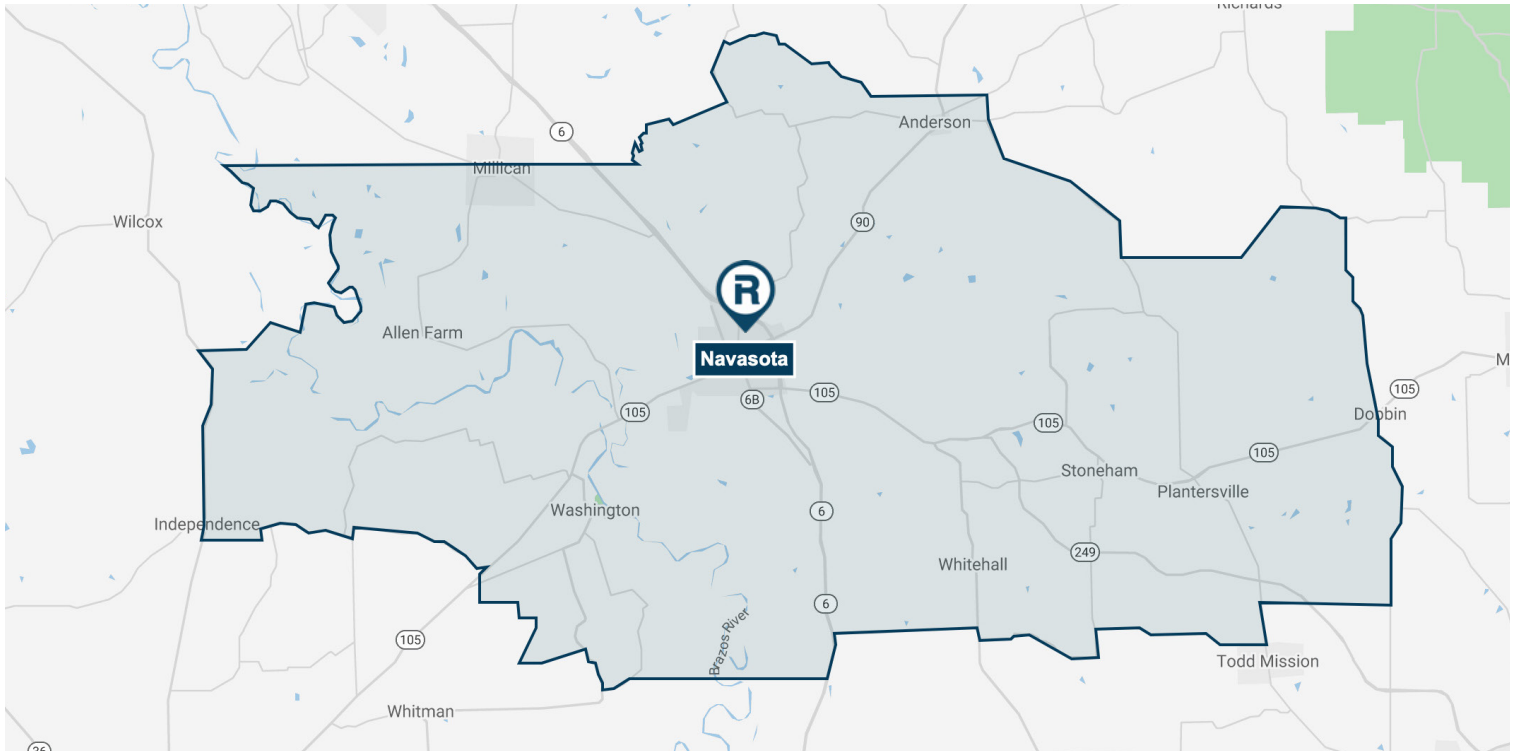
Primary Retail Trade Area Demographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
January 2024

Primary Retail Trade Area • Demographic Snapshot

Navasota, Texas



Population

2020	20,029	0 - 9 Years	11.30%
2024	21,570	10 - 17 Years	10.59%
2029	23,008	18 - 24 Years	9.13%

Educational Attainment (%)

Graduate or Professional Degree	8.13%	25 - 34 Years	11.15%
Bachelors Degree	11.16%	35 - 44 Years	11.90%
Associate Degree	5.74%	45 - 54 Years	11.55%
Some College	22.91%	55 - 64 Years	13.76%
High School Graduate (or GED)	32.10%	65 and Older	20.61%
Some High School, No Degree	12.08%	Median Age	41.58
Less than 9th Grade	7.88%	Average Age	41.43

Income

Average HH	\$92,283	Race Distribution (%)	
Median HH	\$68,526	White	57.95%
Per Capita	\$34,913	Black/African American	15.87%
		American Indian/Alaskan	0.90%
		Asian	0.35%
		Native Hawaiian/Islander	0.05%
		Other Race	12.60%
		Two or More Races	12.28%
		Hispanic	29.85%



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Primary Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	23,008	
2024 Estimate	21,570	
2020 Census	20,029	
2010 Census	18,352	
Growth 2024 - 2029		6.67%
Growth 2020 - 2024		7.69%
Growth 2010 - 2020		9.14%
2024 Est. Population by Single-Classification Race	21,570	
White Alone	12,499	57.95%
Black or African American Alone	3,423	15.87%
Amer. Indian and Alaska Native Alone	195	0.90%
Asian Alone	75	0.35%
Native Hawaiian and Other Pacific Island Alone	11	0.05%
Some Other Race Alone	2,718	12.60%
Two or More Races	2,648	12.28%
2024 Est. Population by Hispanic or Latino Origin	21,570	
Not Hispanic or Latino	15,132	70.15%
Hispanic or Latino	6,438	29.85%
Mexican	6,051	93.99%
Puerto Rican	32	0.50%
Cuban	28	0.44%
All Other Hispanic or Latino	326	5.06%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	6,438	
White Alone	1,501	23.32%
Black or African American Alone	83	1.29%
American Indian and Alaska Native Alone	136	2.11%
Asian Alone	1	0.02%
Native Hawaiian and Other Pacific Islander Alone	3	0.05%
Some Other Race Alone	2,659	41.30%
Two or More Races	2,055	31.92%
2024 Est. Pop by Race, Asian Alone, by Category	75	
Chinese, except Taiwanese	2	2.67%
Filipino	12	16.00%
Japanese	4	5.33%
Asian Indian	23	30.67%
Korean	1	1.33%
Vietnamese	5	6.67%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	6	8.00%
Thai	19	25.33%
All Other Asian Races Including 2+ Category	3	4.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	21,570	
Arab	13	0.06%
Czech	185	0.86%
Danish	19	0.09%
Dutch	85	0.39%
English	1,360	6.30%
French (except Basque)	364	1.69%
French Canadian	52	0.24%
German	2,524	11.70%
Greek	11	0.05%
Hungarian	17	0.08%
Irish	1,807	8.38%
Italian	175	0.81%
Lithuanian	13	0.06%
United States or American	747	3.46%
Norwegian	63	0.29%
Polish	508	2.35%
Portuguese	22	0.10%
Russian	40	0.19%
Scottish	218	1.01%
Scotch-Irish	242	1.12%
Slovak	2	0.01%
Subsaharan African	457	2.12%
Swedish	61	0.28%
Swiss	8	0.04%
Ukrainian	6	0.03%
Welsh	34	0.16%
West Indian (except Hisp. groups)	2	0.01%
Other ancestries	8,625	39.99%
Ancestry Unclassified	3,911	18.13%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	15,285	75.07%
Speak Asian/Pacific Island Language at Home	33	0.16%
Speak IndoEuropean Language at Home	250	1.23%
Speak Spanish at Home	4,755	23.35%
Speak Other Language at Home	38	0.19%

Primary Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	21,570	
Age 0 - 4	1,209	5.61%
Age 5 - 9	1,229	5.70%
Age 10 - 14	1,408	6.53%
Age 15 - 17	876	4.06%
Age 18 - 20	871	4.04%
Age 21 - 24	1,099	5.09%
Age 25 - 34	2,405	11.15%
Age 35 - 44	2,567	11.90%
Age 45 - 54	2,491	11.55%
Age 55 - 64	2,968	13.76%
Age 65 - 74	2,770	12.84%
Age 75 - 84	1,310	6.07%
Age 85 and over	366	1.70%
Age 16 and over	17,431	80.81%
Age 18 and over	16,847	78.10%
Age 21 and over	15,976	74.07%
Age 65 and over	4,446	20.61%
2024 Est. Median Age		41.58
2024 Est. Average Age		41.43
2024 Est. Population by Sex	21,570	
Male	11,247	52.14%
Female	10,322	47.85%
2024 Est. Male Population by Age	11,247	
Age 0 - 4	612	5.44%
Age 5 - 9	619	5.50%
Age 10 - 14	717	6.37%
Age 15 - 17	445	3.96%
Age 18 - 20	452	4.02%
Age 21 - 24	588	5.23%
Age 25 - 34	1,330	11.83%
Age 35 - 44	1,365	12.14%
Age 45 - 54	1,322	11.75%
Age 55 - 64	1,558	13.85%
Age 65 - 74	1,460	12.98%
Age 75 - 84	635	5.65%
Age 85 and over	144	1.28%
2024 Est. Median Age, Male		41.29
2024 Est. Average Age, Male		40.99
2024 Est. Female Population by Age	10,322	
Age 0 - 4	598	5.79%
Age 5 - 9	610	5.91%
Age 10 - 14	691	6.69%
Age 15 - 17	431	4.18%
Age 18 - 20	419	4.06%
Age 21 - 24	511	4.95%
Age 25 - 34	1,076	10.42%
Age 35 - 44	1,202	11.65%
Age 45 - 54	1,169	11.33%
Age 55 - 64	1,410	13.66%
Age 65 - 74	1,311	12.70%
Age 75 - 84	674	6.53%
Age 85 and over	221	2.14%
2024 Est. Median Age, Female		41.89
2024 Est. Average Age, Female		41.48

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,534	31.23%
Males, Never Married	3,262	18.41%
Females, Never Married	2,272	12.82%
Married, Spouse present	8,494	47.93%
Married, Spouse absent	1,097	6.19%
Widowed	1,037	5.85%
Males Widowed	338	1.91%
Females Widowed	699	3.94%
Divorced	1,562	8.81%
Males Divorced	935	5.28%
Females Divorced	628	3.54%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,172	7.88%
Some High School, no diploma	1,797	12.08%
High School Graduate (or GED)	4,775	32.10%
Some College, no degree	3,408	22.91%
Associate Degree	854	5.74%
Bachelor's Degree	1,661	11.16%
Master's Degree	896	6.02%
Professional School Degree	176	1.18%
Doctorate Degree	137	0.92%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,687	46.69%
High School Graduate	1,251	34.63%
Some College or Associate's Degree	550	15.22%
Bachelor's Degree or Higher	125	3.46%
Households		
2029 Projection	8,201	
2024 Estimate	7,649	
2020 Census	7,009	
2010 Census	6,228	
Growth 2024 - 2029		7.22%
Growth 2020 - 2024		9.13%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	7,649	
Family Households	5,504	71.96%
Nonfamily Households	2,145	28.04%
2024 Est. Group Quarters Population	1,352	
2024 Households by Ethnicity, Hispanic/Latino	1,682	



Primary Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	7,649	
Income < \$15,000	750	9.81%
Income \$15,000 - \$24,999	506	6.62%
Income \$25,000 - \$34,999	791	10.34%
Income \$35,000 - \$49,999	796	10.41%
Income \$50,000 - \$74,999	1,284	16.79%
Income \$75,000 - \$99,999	849	11.10%
Income \$100,000 - \$124,999	793	10.37%
Income \$125,000 - \$149,999	688	9.00%
Income \$150,000 - \$199,999	605	7.91%
Income \$200,000 - \$249,999	271	3.54%
Income \$250,000 - \$499,999	228	2.98%
Income \$500,000+	89	1.16%
2024 Est. Average Household Income		\$92,283
2024 Est. Median Household Income		\$68,526
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$87,012
Black or African American Alone		\$37,661
American Indian and Alaska Native Alone		\$54,130
Asian Alone		\$45,558
Native Hawaiian and Other Pacific Islander Alone		\$42,076
Some Other Race Alone		\$33,640
Two or More Races		\$60,752
Hispanic or Latino		\$53,468
Not Hispanic or Latino		\$74,283
2024 Est. HH by Type and Presence of Own Child.	7,649	
Family Households with Children	2,204	28.81%
Family Households without Children	5,445	71.19%
Married-Couple Families	4,353	56.91%
Married-Couple Family, own children	1,494	19.53%
Married-Couple Family, no own children	2,859	37.38%
Cohabiting-Couple Families	233	3.05%
Cohabiting-Couple Family, own children	129	1.69%
Cohabiting-Couple Family, no own children	104	1.36%
Male Householder Families	1,062	13.88%
Male Householder, own children	24	0.31%
Male Householder, no own children	143	1.87%
Male Householder, only Nonrelatives	95	1.24%
Male Householder, Living Alone	800	10.46%
Female Householder Families	2,002	26.17%
Female Householder, own children	558	7.29%
Female Householder, no own children	327	4.28%
Female Householder, only Nonrelatives	135	1.76%
Female Householder, Living Alone	982	12.84%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	7,649	
1-person	1,980	25.89%
2-person	2,501	32.70%
3-person	1,151	15.05%
4-person	988	12.92%
5-person	552	7.22%
6-person	272	3.56%
7-or-more-person	205	2.68%
2024 Est. Average Household Size		2.64
2024 Est. Households by Number of Vehicles	7,649	
No Vehicles	331	4.33%
1 Vehicle	2,035	26.60%
2 Vehicles	3,329	43.52%
3 Vehicles	1,492	19.51%
4 Vehicles	346	4.52%
5 or more Vehicles	115	1.50%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	5,908	
2024 Estimate	5,504	
2020 Estimate	4,943	
2010 Census	4,468	
Growth 2024 - 2029		7.34%
Growth 2020 - 2024		11.35%
Growth 2010 - 2020		10.63%
2024 Est. Families by Poverty Status	5,504	
2024 Families at or Above Poverty	4,698	85.36%
2024 Families at or Above Poverty with Children	1,858	33.76%
2024 Families Below Poverty	807	14.66%
2024 Families Below Poverty with Children	618	11.23%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,627	49.49%
Civilian Labor Force, Unemployed	563	3.23%
Armed Forces	26	0.15%
Not in Labor Force	8,216	47.13%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	5,700	62.88%
Non-Profit Private Workers	385	4.25%
Local Government Workers	99	1.09%
State Government Workers	840	9.27%
Federal Government Workers	1,036	11.43%
Self-Employed Workers	979	10.80%
Unpaid Family Workers	27	0.30%



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Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	199	2.19%
Arts/Entertainment/Sports	35	0.39%
Building Grounds Maintenance	436	4.81%
Business/Financial Operations	371	4.09%
Community/Social Services	114	1.26%
Computer/Mathematical	72	0.79%
Construction/Extraction	633	6.98%
Education/Training/Library	616	6.79%
Farming/Fishing/Forestry	164	1.81%
Food Prep/Serving	389	4.29%
Health Practitioner/Technician	517	5.70%
Healthcare Support	326	3.60%
Maintenance Repair	372	4.10%
Legal	36	0.40%
Life/Physical/Social Science	54	0.60%
Management	1,154	12.73%
Office/Admin. Support	800	8.83%
Production	750	8.27%
Protective Services	268	2.96%
Sales/Related	771	8.51%
Personal Care/Service	139	1.53%
Transportation/Moving	850	9.38%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	4,738	52.27%
Blue Collar	2,605	28.74%
Service and Farm	1,722	19.00%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	6,850	76.30%
Car Pooled	1,351	15.05%
Public Transportation	5	0.06%
Walked	139	1.55%
Bicycle	0	0.00%
Other Means	213	2.37%
Worked at Home	419	4.67%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,327	
15 - 29 Minutes	2,889	
30 - 44 Minutes	1,845	
45 - 59 Minutes	508	
60 or more Minutes	1,018	
2024 Est. Avg Travel Time to Work in Minutes		30
2024 Est. Occupied Housing Units by Tenure	7,649	
Owner Occupied	5,837	65.75%
Renter Occupied	1,812	23.69%
2024 Owner Occ. HUs: Avg. Length of Residence		15.45 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.94 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	5,837	
Value Less than \$20,000	256	4.39%
Value \$20,000 - \$39,999	105	1.80%
Value \$40,000 - \$59,999	178	3.05%
Value \$60,000 - \$79,999	151	2.59%
Value \$80,000 - \$99,999	343	5.88%
Value \$100,000 - \$149,999	594	10.18%
Value \$150,000 - \$199,999	732	12.54%
Value \$200,000 - \$299,999	1,312	22.48%
Value \$300,000 - \$399,999	528	9.05%
Value \$400,000 - \$499,999	393	6.73%
Value \$500,000 - \$749,999	595	10.19%
Value \$750,000 - \$999,999	333	5.71%
Value \$1,000,000 or \$1,499,999	172	2.95%
Value \$1,500,000 or \$1,999,999	86	1.47%
Value \$2,000,000+	60	1.03%
2024 Est. Median All Owner-Occupied Housing Value		\$238,490
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	6,055	68.20%
1 Unit Attached	157	1.77%
2 Units	185	2.08%
3 or 4 Units	186	2.10%
5 to 19 Units	320	3.60%
20 to 49 Units	101	1.14%
50 or More Units	137	1.54%
Mobile Home or Trailer	1,681	18.93%
Boat, RV, Van, etc.	56	0.63%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	742	8.36%
Housing Units Built 2010 to 2019	1,124	12.66%
Housing Units Built 2000 to 2009	1,649	18.57%
Housing Units Built 1990 to 1999	1,295	14.59%
Housing Units Built 1980 to 1989	1,554	17.50%
Housing Units Built 1970 to 1979	929	10.46%
Housing Units Built 1960 to 1969	421	4.74%
Housing Units Built 1950 to 1959	636	7.16%
Housing Units Built 1940 to 1949	213	2.40%
Housing Unit Built 1939 or Earlier	315	3.55%
2024 Est. Median Year Structure Built		1993

[†] 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.





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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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