



The **Retail**Coach®

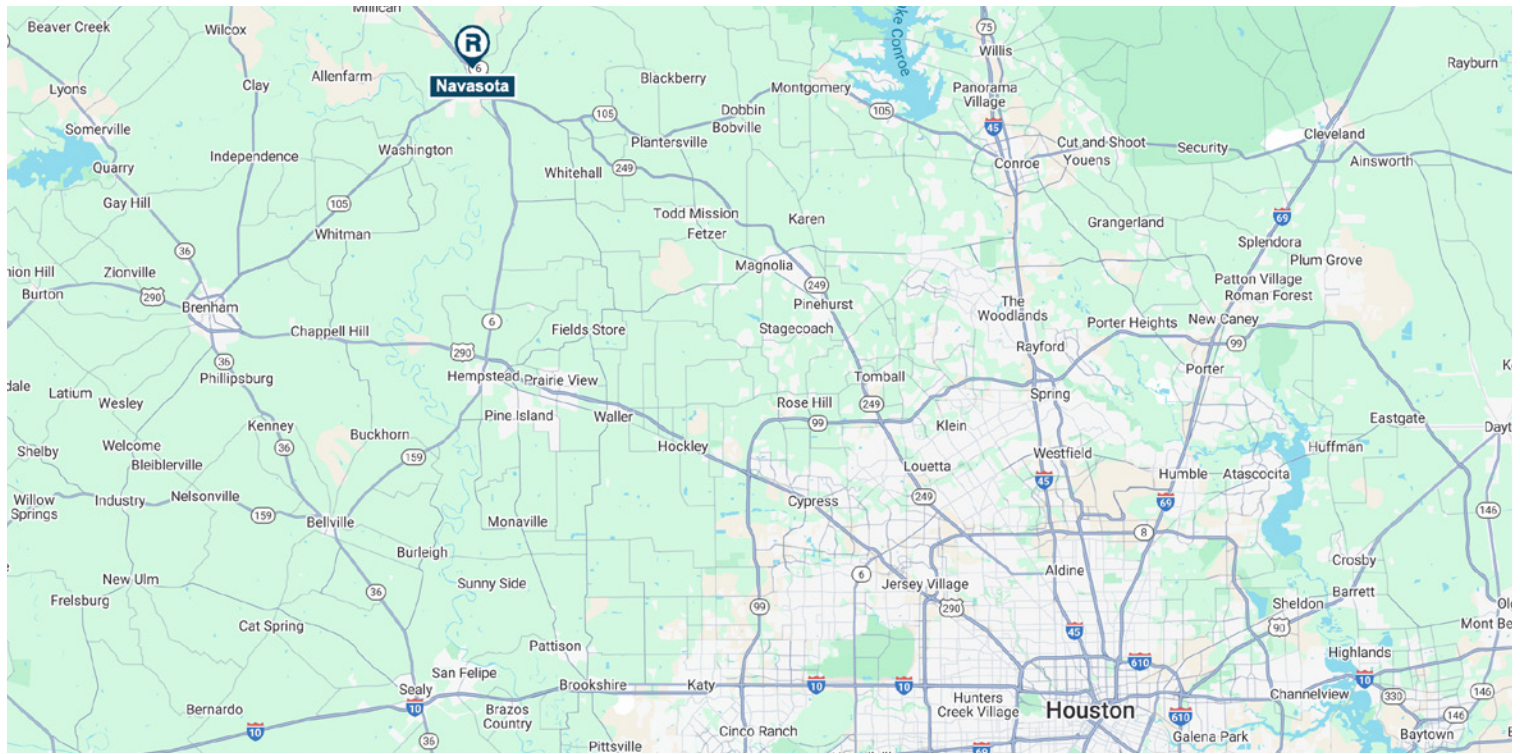
Community Demographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
February 2025

Community • Demographic Snapshot

Navasota, Texas



Population

2020	7,643
2025	8,507
2030	8,755

Educational Attainment (%)

Graduate or Professional Degree	6.90%
Bachelors Degree	7.21%
Associate Degree	5.87%
Some College	24.23%
High School Graduate (or GED)	28.03%
Some High School, No Degree	19.11%
Less than 9th Grade	8.65%

Income

Average HH	\$76,915
Median HH	\$50,638
Per Capita	\$28,315

Age

0 - 9 Years	14.02%
10 - 17 Years	12.17%
18 - 24 Years	9.91%
25 - 34 Years	12.88%
35 - 44 Years	11.98%
45 - 54 Years	10.78%
55 - 64 Years	10.82%
65 and Older	17.44%
Median Age	35.82
Average Age	38.20

Race Distribution (%)

White	42.17%
Black/African American	22.58%
American Indian/Alaskan	1.25%
Asian	0.40%
Native Hawaiian/Islander	0.12%
Other Race	16.62%
Two or More Races	16.87%
Hispanic	43.42%



City of Navasota

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Community • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2030 Projection	8,755	
2025 Estimate	8,507	
2020 Census	7,643	
2010 Census	7,394	
Growth 2025 - 2030		2.91%
Growth 2020 - 2025		11.30%
Growth 2010 - 2020		3.37%
2025 Est. Population by Single-Classification Race	8,507	
White Alone	3,587	42.17%
Black or African American Alone	1,921	22.58%
Amer. Indian and Alaska Native Alone	106	1.25%
Asian Alone	34	0.40%
Native Hawaiian and Other Pacific Island Alone	10	0.12%
Some Other Race Alone	1,414	16.62%
Two or More Races	1,435	16.87%
2025 Est. Population by Hispanic or Latino Origin	8,507	
Not Hispanic or Latino	4,813	56.58%
Hispanic or Latino	3,694	43.42%
Mexican	3,530	95.56%
Puerto Rican	6	0.16%
Cuban	0	0.00%
All Other Hispanic or Latino	158	4.28%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	3,694	
White Alone	907	24.55%
Black or African American Alone	52	1.41%
American Indian and Alaska Native Alone	92	2.49%
Asian Alone	2	0.05%
Native Hawaiian and Other Pacific Islander Alone	2	0.05%
Some Other Race Alone	1,396	37.79%
Two or More Races	1,243	33.65%
2025 Est. Pop by Race, Asian Alone, by Category	34	
Chinese, except Taiwanese	0	0.00%
Filipino	1	2.94%
Japanese	3	8.82%
Asian Indian	8	23.53%
Korean	0	0.00%
Vietnamese	3	8.82%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	5	14.71%
Thai	14	41.18%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	8,507	
Arab	0	0.00%
Czech	48	0.56%
Danish	8	0.09%
Dutch	13	0.15%
English	759	8.92%
French (except Basque)	142	1.67%
French Canadian	4	0.05%
German	682	8.02%
Greek	0	0.00%
Hungarian	2	0.02%
Irish	484	5.69%
Italian	40	0.47%
Lithuanian	7	0.08%
United States or American	321	3.77%
Norwegian	5	0.06%
Polish	85	1.00%
Portuguese	0	0.00%
Russian	9	0.11%
Scottish	74	0.87%
Scotch-Irish	119	1.40%
Slovak	0	0.00%
Subsaharan African	237	2.79%
Swedish	2	0.02%
Swiss	4	0.05%
Ukrainian	0	0.00%
Welsh	1	0.01%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,756	44.15%
Ancestry Unclassified	1,705	20.04%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,262	66.44%
Speak Asian/Pacific Island Language at Home	12	0.15%
Speak IndoEuropean Language at Home	34	0.43%
Speak Spanish at Home	2,603	32.87%
Speak Other Language at Home	9	0.11%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2025 Est. Population by Age	8,507	
Age 0 - 4	587	6.90%
Age 5 - 9	606	7.12%
Age 10 - 14	644	7.57%
Age 15 - 17	391	4.60%
Age 18 - 20	378	4.44%
Age 21 - 24	465	5.47%
Age 25 - 34	1,096	12.88%
Age 35 - 44	1,019	11.98%
Age 45 - 54	917	10.78%
Age 55 - 64	920	10.82%
Age 65 - 74	832	9.78%
Age 75 - 84	483	5.68%
Age 85 and over	169	1.99%
Age 16 and over	6,540	76.88%
Age 18 and over	6,279	73.81%
Age 21 and over	5,901	69.37%
Age 65 and over	1,484	17.44%
2025 Est. Median Age		35.82
2025 Est. Average Age		38.20
2025 Est. Population by Sex	8,507	
Male	4,147	48.75%
Female	4,360	51.25%
2025 Est. Male Population by Age	4,147	
Age 0 - 4	304	7.33%
Age 5 - 9	314	7.57%
Age 10 - 14	320	7.72%
Age 15 - 17	199	4.80%
Age 18 - 20	192	4.63%
Age 21 - 24	237	5.71%
Age 25 - 34	550	13.26%
Age 35 - 44	498	12.01%
Age 45 - 54	444	10.71%
Age 55 - 64	446	10.76%
Age 65 - 74	382	9.21%
Age 75 - 84	204	4.92%
Age 85 and over	57	1.37%
2025 Est. Median Age, Male		34.19
2025 Est. Average Age, Male		36.90
2025 Est. Female Population by Age	4,360	
Age 0 - 4	283	6.49%
Age 5 - 9	292	6.70%
Age 10 - 14	324	7.43%
Age 15 - 17	192	4.40%
Age 18 - 20	186	4.27%
Age 21 - 24	228	5.23%
Age 25 - 34	546	12.52%
Age 35 - 44	521	11.95%
Age 45 - 54	473	10.85%
Age 55 - 64	474	10.87%
Age 65 - 74	450	10.32%
Age 75 - 84	279	6.40%
Age 85 and over	112	2.57%
2025 Est. Median Age, Female		37.42
2025 Est. Average Age, Female		39.40

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,592	38.86%
Males, Never Married	1,423	21.33%
Females, Never Married	1,169	17.53%
Married, Spouse present	2,857	42.83%
Married, Spouse absent	358	5.37%
Widowed	446	6.69%
Males Widowed	139	2.08%
Females Widowed	307	4.60%
Divorced	417	6.25%
Males Divorced	140	2.10%
Females Divorced	277	4.15%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	470	8.65%
Some High School, no diploma	1,039	19.11%
High School Graduate (or GED)	1,524	28.03%
Some College, no degree	1,317	24.23%
Associate Degree	319	5.87%
Bachelor's Degree	392	7.21%
Master's Degree	265	4.87%
Professional School Degree	71	1.31%
Doctorate Degree	39	0.72%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,026	51.48%
High School Graduate	597	29.95%
Some College or Associate's Degree	343	17.21%
Bachelor's Degree or Higher	27	1.35%
Households		
2030 Projection	3,183	
2025 Estimate	3,092	
2020 Census	2,812	
2010 Census	2,607	
Growth 2025 - 2030		2.94%
Growth 2020 - 2025		9.96%
Growth 2010 - 2020		7.86%
2025 Est. Households by Household Type	3,092	
Family Households	2,124	68.69%
Nonfamily Households	968	31.31%
2025 Est. Group Quarters Population	108	
2025 Households by Ethnicity, Hispanic/Latino	1,023	

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DESCRIPTION	DATA	%
2025 Est. Households by Household Income	3,092	
Income < \$15,000	384	12.42%
Income \$15,000 - \$24,999	176	5.69%
Income \$25,000 - \$34,999	503	16.27%
Income \$35,000 - \$49,999	467	15.10%
Income \$50,000 - \$74,999	491	15.88%
Income \$75,000 - \$99,999	375	12.13%
Income \$100,000 - \$124,999	311	10.06%
Income \$125,000 - \$149,999	129	4.17%
Income \$150,000 - \$199,999	88	2.85%
Income \$200,000 - \$249,999	38	1.23%
Income \$250,000 - \$499,999	75	2.43%
Income \$500,000+	55	1.78%
2025 Est. Average Household Income		\$76,915
2025 Est. Median Household Income		\$50,638
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,341
Black or African American Alone		\$22,119
American Indian and Alaska Native Alone		\$45,145
Asian Alone		\$133,895
Native Hawaiian and Other Pacific Islander Alone		\$45,849
Some Other Race Alone		\$33,511
Two or More Races		\$52,325
Hispanic or Latino		\$47,744
Not Hispanic or Latino		\$53,149
2025 Est. HH by Type and Presence of Own Child.	3,092	
Family Households with Children	1,079	34.90%
Family Households without Children	2,013	65.10%
Married-Couple Families	1,587	51.33%
Married-Couple Family, own children	723	23.38%
Married-Couple Family, no own children	864	27.94%
Cohabiting-Couple Families	28	0.91%
Cohabiting-Couple Family, own children	5	0.16%
Cohabiting-Couple Family, no own children	23	0.74%
Male Householder Families	439	14.20%
Male Householder, own children	1	0.03%
Male Householder, no own children	84	2.72%
Male Householder, only Nonrelatives	29	0.94%
Male Householder, Living Alone	325	10.51%
Female Householder Families	1,038	33.57%
Female Householder, own children	350	11.32%
Female Householder, no own children	142	4.59%
Female Householder, only Nonrelatives	28	0.91%
Female Householder, Living Alone	518	16.75%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	3,092	
1-person	791	25.58%
2-person	954	30.85%
3-person	476	15.40%
4-person	402	13.00%
5-person	239	7.73%
6-person	130	4.20%
7-or-more-person	100	3.23%
2025 Est. Average Household Size		2.72
2025 Est. Households by Number of Vehicles	3,092	
No Vehicles	118	3.82%
1 Vehicle	1,081	34.96%
2 Vehicles	1,261	40.78%
3 Vehicles	539	17.43%
4 Vehicles	83	2.68%
5 or more Vehicles	10	0.32%
2025 Est. Average Number of Vehicles		1.8
Family Households		
2030 Projection	2,190	
2025 Estimate	2,124	
2020 Estimate	1,920	
2010 Census	1,848	
Growth 2025 - 2030		3.11%
Growth 2020 - 2025		10.63%
Growth 2010 - 2020		3.90%
2025 Est. Families by Poverty Status	2,124	
2025 Families at or Above Poverty	1,726	81.26%
2025 Families at or Above Poverty with Children	898	42.28%
2025 Families Below Poverty	398	18.74%
2025 Families Below Poverty with Children	253	11.91%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,781	57.81%
Civilian Labor Force, Unemployed	365	5.58%
Armed Forces	0	0.00%
Not in Labor Force	2,394	36.61%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,552	65.07%
Non-Profit Private Workers	137	3.49%
Local Government Workers	9	0.23%
State Government Workers	426	10.86%
Federal Government Workers	367	9.36%
Self-Employed Workers	431	10.99%
Unpaid Family Workers	0	0.00%



Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	40	1.02%
Arts/Entertainment/Sports	2	0.05%
Building Grounds Maintenance	71	1.81%
Business/Financial Operations	30	0.77%
Community/Social Services	101	2.58%
Computer/Mathematical	26	0.66%
Construction/Extraction	452	11.53%
Education/Training/Library	222	5.66%
Farming/Fishing/Forestry	101	2.58%
Food Prep/Serving	245	6.25%
Health Practitioner/Technician	193	4.92%
Healthcare Support	189	4.82%
Maintenance Repair	137	3.49%
Legal	1	0.03%
Life/Physical/Social Science	1	0.03%
Management	440	11.22%
Office/Admin. Support	330	8.41%
Production	410	10.45%
Protective Services	56	1.43%
Sales/Related	508	12.95%
Personal Care/Service	139	3.54%
Transportation/Moving	228	5.81%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	1,894	48.29%
Blue Collar	1,227	31.28%
Service and Farm	801	20.42%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,158	81.79%
Car Pooled	481	12.46%
Public Transportation	1	0.03%
Walked	94	2.43%
Bicycle	0	0.00%
Other Means	22	0.57%
Worked at Home	105	2.72%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,456	
15 - 29 Minutes	790	
30 - 44 Minutes	1,001	
45 - 59 Minutes	132	
60 or more Minutes	384	
2025 Est. Avg Travel Time to Work in Minutes		0
2025 Est. Occupied Housing Units by Tenure	3,092	
Owner Occupied	1,954	63.20%
Renter Occupied	1,138	36.81%
2025 Owner Occ. HUs: Avg. Length of Residence		15.50 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.20 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	1,954	
Value Less than \$20,000	92	4.71%
Value \$20,000 - \$39,999	6	0.31%
Value \$40,000 - \$59,999	25	1.28%
Value \$60,000 - \$79,999	100	5.12%
Value \$80,000 - \$99,999	43	2.20%
Value \$100,000 - \$149,999	334	17.09%
Value \$150,000 - \$199,999	291	14.89%
Value \$200,000 - \$299,999	565	28.91%
Value \$300,000 - \$399,999	198	10.13%
Value \$400,000 - \$499,999	87	4.45%
Value \$500,000 - \$749,999	93	4.76%
Value \$750,000 - \$999,999	51	2.61%
Value \$1,000,000 or \$1,499,999	32	1.64%
Value \$1,500,000 or \$1,999,999	28	1.43%
Value \$2,000,000+	9	0.46%
2025 Est. Median All Owner-Occupied Housing Value		\$213,823
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	2,394	68.83%
1 Unit Attached	38	1.09%
2 Units	186	5.35%
3 or 4 Units	120	3.45%
5 to 19 Units	343	9.86%
20 to 49 Units	89	2.56%
50 or More Units	0	0.00%
Mobile Home or Trailer	308	8.86%
Boat, RV, Van, etc.	0	0.00%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	242	6.96%
Housing Units Built 2010 to 2019	259	7.45%
Housing Units Built 2000 to 2009	354	10.18%
Housing Units Built 1990 to 1999	355	10.21%
Housing Units Built 1980 to 1989	976	28.06%
Housing Units Built 1970 to 1979	389	11.19%
Housing Units Built 1960 to 1969	139	4.00%
Housing Units Built 1950 to 1959	518	14.89%
Housing Units Built 1940 to 1949	75	2.16%
Housing Unit Built 1939 or Earlier	171	4.92%
2025 Est. Median Year Structure Built		1985

[†] 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, Unacast, 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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