



The **Retail** Coach®

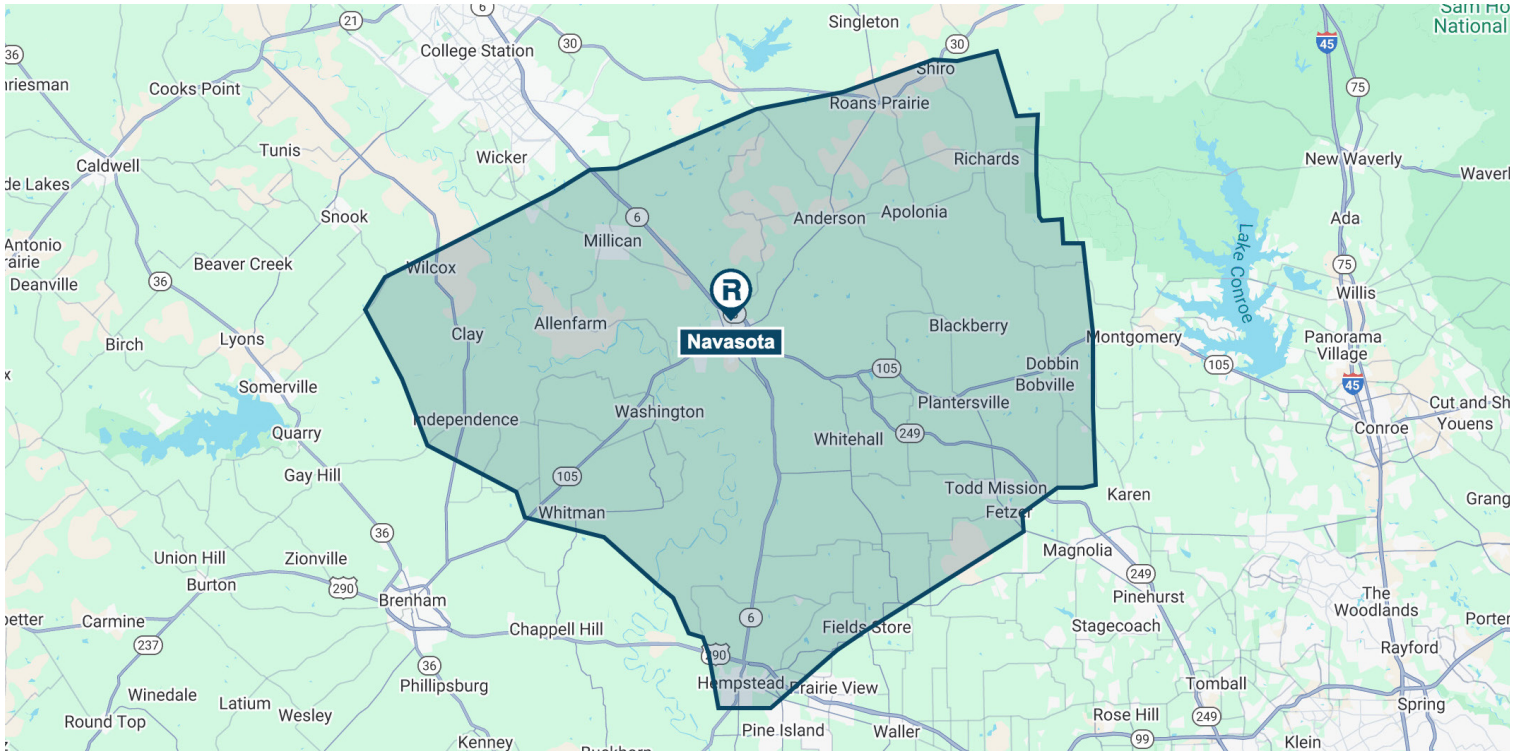
Retail Trade Area Demographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
February 2025

Retail Trade Area • Demographic Snapshot

Navasota, Texas



Population

2020	48,813	0 - 9 Years	12.33%
2025	55,318	10 - 17 Years	10.58%
2030	59,833	18 - 24 Years	9.74%

Educational Attainment (%)

Graduate or Professional Degree	8.68%	25 - 34 Years	11.96%
Bachelors Degree	16.45%	35 - 44 Years	11.84%
Associate Degree	5.30%	45 - 54 Years	12.13%
Some College	23.38%	55 - 64 Years	12.57%
High School Graduate (or GED)	31.59%	65 and Older	18.85%
Some High School, No Degree	8.93%	Median Age	39.55
Less than 9th Grade	5.67%	Average Age	40.13

Income

Average HH	\$110,086	Race Distribution (%)	
Median HH	\$78,903	White	62.02%
Per Capita	\$40,605	Black/African American	12.01%
		American Indian/Alaskan	1.00%
		Asian	0.71%
		Native Hawaiian/Islander	0.12%
		Other Race	11.84%
		Two or More Races	12.30%
		Hispanic	27.69%



City of Navasota

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Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	59,833	
2025 Estimate	55,318	
2020 Census	48,813	
2010 Census	42,396	
Growth 2025 - 2030		8.16%
Growth 2020 - 2025		13.33%
Growth 2010 - 2020		15.14%
2025 Est. Population by Single-Classification Race	55,318	
White Alone	34,309	62.02%
Black or African American Alone	6,643	12.01%
Amer. Indian and Alaska Native Alone	555	1.00%
Asian Alone	393	0.71%
Native Hawaiian and Other Pacific Island Alone	68	0.12%
Some Other Race Alone	6,548	11.84%
Two or More Races	6,802	12.30%
2025 Est. Population by Hispanic or Latino Origin	55,318	
Not Hispanic or Latino	40,001	72.31%
Hispanic or Latino	15,317	27.69%
Mexican	14,211	92.78%
Puerto Rican	85	0.56%
Cuban	211	1.38%
All Other Hispanic or Latino	810	5.29%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	15,317	
White Alone	3,433	22.41%
Black or African American Alone	153	1.00%
American Indian and Alaska Native Alone	358	2.34%
Asian Alone	14	0.09%
Native Hawaiian and Other Pacific Islander Alone	11	0.07%
Some Other Race Alone	6,376	41.63%
Two or More Races	4,971	32.45%
2025 Est. Pop by Race, Asian Alone, by Category	393	
Chinese, except Taiwanese	24	6.11%
Filipino	47	11.96%
Japanese	42	10.69%
Asian Indian	75	19.08%
Korean	14	3.56%
Vietnamese	97	24.68%
Cambodian	12	3.05%
Hmong	0	0.00%
Laotian	20	5.09%
Thai	21	5.34%
All Other Asian Races Including 2+ Category	43	10.94%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	55,318	
Arab	46	0.08%
Czech	557	1.01%
Danish	71	0.13%
Dutch	180	0.33%
English	4,485	8.11%
French (except Basque)	1,138	2.06%
French Canadian	141	0.26%
German	6,784	12.26%
Greek	43	0.08%
Hungarian	50	0.09%
Irish	3,888	7.03%
Italian	1,012	1.83%
Lithuanian	17	0.03%
United States or American	2,484	4.49%
Norwegian	192	0.35%
Polish	1,295	2.34%
Portuguese	22	0.04%
Russian	89	0.16%
Scottish	961	1.74%
Scotch-Irish	553	1.00%
Slovak	9	0.02%
Subsaharan African	642	1.16%
Swedish	320	0.58%
Swiss	36	0.07%
Ukrainian	21	0.04%
Welsh	279	0.50%
West Indian (except Hisp. groups)	13	0.02%
Other ancestries	19,039	34.42%
Ancestry Unclassified	10,953	19.80%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	41,886	80.70%
Speak Asian/Pacific Island Language at Home	130	0.25%
Speak IndoEuropean Language at Home	370	0.71%
Speak Spanish at Home	9,430	18.17%
Speak Other Language at Home	86	0.17%

Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	55,318	
Age 0 - 4	3,416	6.17%
Age 5 - 9	3,405	6.16%
Age 10 - 14	3,667	6.63%
Age 15 - 17	2,187	3.95%
Age 18 - 20	2,248	4.06%
Age 21 - 24	3,141	5.68%
Age 25 - 34	6,617	11.96%
Age 35 - 44	6,548	11.84%
Age 45 - 54	6,709	12.13%
Age 55 - 64	6,955	12.57%
Age 65 - 74	6,358	11.49%
Age 75 - 84	3,179	5.75%
Age 85 and over	887	1.60%
Age 16 and over	44,107	79.73%
Age 18 and over	42,643	77.09%
Age 21 and over	40,394	73.02%
Age 65 and over	10,425	18.85%
2025 Est. Median Age		39.55
2025 Est. Average Age		40.13
2025 Est. Population by Sex	55,318	
Male	28,955	52.34%
Female	26,363	47.66%
2025 Est. Male Population by Age	28,955	
Age 0 - 4	1,756	6.07%
Age 5 - 9	1,760	6.08%
Age 10 - 14	1,847	6.38%
Age 15 - 17	1,146	3.96%
Age 18 - 20	1,199	4.14%
Age 21 - 24	1,753	6.05%
Age 25 - 34	3,634	12.55%
Age 35 - 44	3,514	12.14%
Age 45 - 54	3,639	12.57%
Age 55 - 64	3,601	12.44%
Age 65 - 74	3,228	11.15%
Age 75 - 84	1,550	5.35%
Age 85 and over	329	1.14%
2025 Est. Median Age, Male		38.93
2025 Est. Average Age, Male		39.43
2025 Est. Female Population by Age	26,363	
Age 0 - 4	1,660	6.30%
Age 5 - 9	1,645	6.24%
Age 10 - 14	1,821	6.91%
Age 15 - 17	1,041	3.95%
Age 18 - 20	1,049	3.98%
Age 21 - 24	1,389	5.27%
Age 25 - 34	2,983	11.32%
Age 35 - 44	3,034	11.51%
Age 45 - 54	3,070	11.65%
Age 55 - 64	3,354	12.72%
Age 65 - 74	3,131	11.88%
Age 75 - 84	1,629	6.18%
Age 85 and over	558	2.12%
2025 Est. Median Age, Female		40.27
2025 Est. Average Age, Female		40.48

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	13,486	30.08%
Males, Never Married	7,977	17.79%
Females, Never Married	5,510	12.29%
Married, Spouse present	22,480	50.15%
Married, Spouse absent	2,085	4.65%
Widowed	2,835	6.32%
Males Widowed	920	2.05%
Females Widowed	1,915	4.27%
Divorced	3,942	8.79%
Males Divorced	2,337	5.21%
Females Divorced	1,606	3.58%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,111	5.67%
Some High School, no diploma	3,328	8.93%
High School Graduate (or GED)	11,767	31.59%
Some College, no degree	8,710	23.38%
Associate Degree	1,974	5.30%
Bachelor's Degree	6,130	16.45%
Master's Degree	2,261	6.07%
Professional School Degree	609	1.63%
Doctorate Degree	364	0.98%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,950	35.46%
High School Graduate	2,800	33.66%
Some College or Associate's Degree	1,438	17.29%
Bachelor's Degree or Higher	1,131	13.60%
Households		
2030 Projection	21,037	
2025 Estimate	19,339	
2020 Census	16,975	
2010 Census	14,616	
Growth 2025 - 2030		8.78%
Growth 2020 - 2025		13.93%
Growth 2010 - 2020		16.14%
2025 Est. Households by Household Type	19,339	
Family Households	14,055	72.68%
Nonfamily Households	5,284	27.32%
2025 Est. Group Quarters Population	2,887	
2025 Households by Ethnicity, Hispanic/Latino	3,911	



Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	19,339	
Income < \$15,000	1,590	8.22%
Income \$15,000 - \$24,999	1,007	5.21%
Income \$25,000 - \$34,999	1,383	7.15%
Income \$35,000 - \$49,999	1,892	9.78%
Income \$50,000 - \$74,999	3,356	17.35%
Income \$75,000 - \$99,999	2,532	13.09%
Income \$100,000 - \$124,999	2,056	10.63%
Income \$125,000 - \$149,999	1,362	7.04%
Income \$150,000 - \$199,999	1,778	9.19%
Income \$200,000 - \$249,999	919	4.75%
Income \$250,000 - \$499,999	991	5.12%
Income \$500,000+	474	2.45%
2025 Est. Average Household Income		\$110,086
2025 Est. Median Household Income		\$78,903
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$94,681
Black or African American Alone		\$41,425
American Indian and Alaska Native Alone		\$93,363
Asian Alone		\$87,354
Native Hawaiian and Other Pacific Islander Alone		\$83,849
Some Other Race Alone		\$57,043
Two or More Races		\$66,337
Hispanic or Latino		\$68,676
Not Hispanic or Latino		\$82,688
2025 Est. HH by Type and Presence of Own Child.	19,339	
Family Households with Children	5,768	29.83%
Family Households without Children	13,570	70.17%
Married-Couple Families	11,195	57.89%
Married-Couple Family, own children	4,065	21.02%
Married-Couple Family, no own children	7,129	36.86%
Cohabiting-Couple Families	630	3.26%
Cohabiting-Couple Family, own children	292	1.51%
Cohabiting-Couple Family, no own children	338	1.75%
Male Householder Families	3,073	15.89%
Male Householder, own children	143	0.74%
Male Householder, no own children	523	2.70%
Male Householder, only Nonrelatives	310	1.60%
Male Householder, Living Alone	2,099	10.85%
Female Householder Families	4,441	22.96%
Female Householder, own children	1,269	6.56%
Female Householder, no own children	722	3.73%
Female Householder, only Nonrelatives	208	1.08%
Female Householder, Living Alone	2,242	11.59%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	19,339	
1-person	4,322	22.35%
2-person	6,695	34.62%
3-person	2,960	15.31%
4-person	2,697	13.95%
5-person	1,477	7.64%
6-person	705	3.65%
7-or-more-person	483	2.50%
2025 Est. Average Household Size		2.71
2025 Est. Households by Number of Vehicles	19,339	
No Vehicles	553	2.86%
1 Vehicle	4,890	25.29%
2 Vehicles	8,119	41.98%
3 Vehicles	3,824	19.77%
4 Vehicles	1,275	6.59%
5 or more Vehicles	677	3.50%
2025 Est. Average Number of Vehicles		2.2
Family Households		
2030 Projection	15,326	
2025 Estimate	14,055	
2020 Estimate	12,291	
2010 Census	10,549	
Growth 2025 - 2030		9.04%
Growth 2020 - 2025		14.35%
Growth 2010 - 2020		16.51%
2025 Est. Families by Poverty Status	14,055	
2025 Families at or Above Poverty	12,821	91.22%
2025 Families at or Above Poverty with Children	5,382	38.29%
2025 Families Below Poverty	1,235	8.79%
2025 Families Below Poverty with Children	877	6.24%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	24,045	54.52%
Civilian Labor Force, Unemployed	1,141	2.59%
Armed Forces	60	0.14%
Not in Labor Force	18,861	42.76%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	15,598	63.62%
Non-Profit Private Workers	949	3.87%
Local Government Workers	322	1.31%
State Government Workers	1,767	7.21%
Federal Government Workers	2,589	10.56%
Self-Employed Workers	3,207	13.08%
Unpaid Family Workers	86	0.35%

Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	605	2.47%
Arts/Entertainment/Sports	483	1.97%
Building Grounds Maintenance	909	3.71%
Business/Financial Operations	1,196	4.88%
Community/Social Services	340	1.39%
Computer/Mathematical	494	2.02%
Construction/Extraction	1,521	6.20%
Education/Training/Library	1,632	6.66%
Farming/Fishing/Forestry	218	0.89%
Food Prep/Serving	1,003	4.09%
Health Practitioner/Technician	1,507	6.15%
Healthcare Support	832	3.39%
Maintenance Repair	1,303	5.32%
Legal	113	0.46%
Life/Physical/Social Science	144	0.59%
Management	3,409	13.90%
Office/Admin. Support	2,161	8.81%
Production	1,592	6.49%
Protective Services	592	2.41%
Sales/Related	2,362	9.63%
Personal Care/Service	495	2.02%
Transportation/Moving	1,607	6.55%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	14,446	58.92%
Blue Collar	6,022	24.56%
Service and Farm	4,050	16.52%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	19,375	79.88%
Car Pooled	2,413	9.95%
Public Transportation	28	0.12%
Walked	285	1.17%
Bicycle	1	0.00%
Other Means	357	1.47%
Worked at Home	1,793	7.39%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,546	
15 - 29 Minutes	6,777	
30 - 44 Minutes	4,663	
45 - 59 Minutes	3,207	
60 or more Minutes	3,439	
2025 Est. Avg Travel Time to Work in Minutes		0
2025 Est. Occupied Housing Units by Tenure	19,339	
Owner Occupied	15,170	78.44%
Renter Occupied	4,168	21.55%
2025 Owner Occ. HUs: Avg. Length of Residence		14.67 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.73 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	15,170	
Value Less than \$20,000	452	2.98%
Value \$20,000 - \$39,999	365	2.41%
Value \$40,000 - \$59,999	278	1.83%
Value \$60,000 - \$79,999	344	2.27%
Value \$80,000 - \$99,999	240	1.58%
Value \$100,000 - \$149,999	1,320	8.70%
Value \$150,000 - \$199,999	1,074	7.08%
Value \$200,000 - \$299,999	2,481	16.35%
Value \$300,000 - \$399,999	2,331	15.37%
Value \$400,000 - \$499,999	1,509	9.95%
Value \$500,000 - \$749,999	2,103	13.86%
Value \$750,000 - \$999,999	1,345	8.87%
Value \$1,000,000 or \$1,499,999	629	4.15%
Value \$1,500,000 or \$1,999,999	369	2.43%
Value \$2,000,000+	331	2.18%
2025 Est. Median All Owner-Occupied Housing Value		\$341,874
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	15,430	69.58%
1 Unit Attached	408	1.84%
2 Units	322	1.45%
3 or 4 Units	355	1.60%
5 to 19 Units	1,007	4.54%
20 to 49 Units	214	0.97%
50 or More Units	111	0.50%
Mobile Home or Trailer	4,210	18.98%
Boat, RV, Van, etc.	118	0.53%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,726	12.29%
Housing Units Built 2010 to 2019	3,472	15.66%
Housing Units Built 2000 to 2009	4,086	18.43%
Housing Units Built 1990 to 1999	3,414	15.40%
Housing Units Built 1980 to 1989	3,313	14.94%
Housing Units Built 1970 to 1979	2,016	9.09%
Housing Units Built 1960 to 1969	1,121	5.05%
Housing Units Built 1950 to 1959	948	4.28%
Housing Units Built 1940 to 1949	463	2.09%
Housing Unit Built 1939 or Earlier	617	2.78%
2025 Est. Median Year Structure Built		1998

[†] 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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