



The **Retail**Coach®

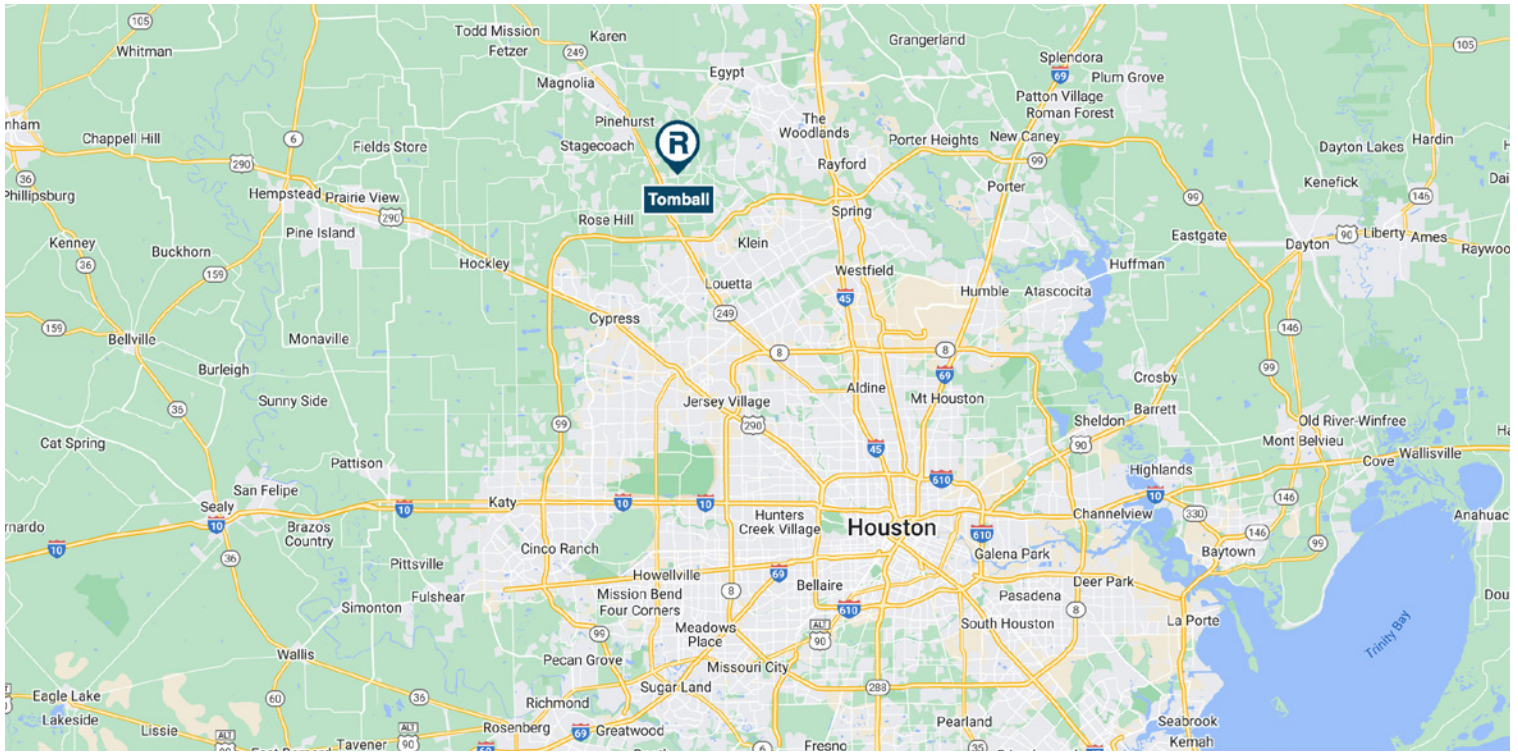
# Community Demographic Profile

TOMBALL, TEXAS

Prepared for Tomball Economic Development Corporation  
August 2024

# Community • Demographic Snapshot

Tomball, Texas



## Population

2020	12,341
2024	14,244
2029	15,008

## Educational Attainment (%)

Graduate or Professional Degree	11.79%
Bachelors Degree	21.49%
Associate Degree	7.31%
Some College	24.58%
High School Graduate (or GED)	24.09%
Some High School, No Degree	5.12%
Less than 9th Grade	5.61%

## Income

Average HH	\$99,462
Median HH	\$74,186
Per Capita	\$41,660

## Age

0 - 9 Years	10.90%
10 - 17 Years	10.15%
18 - 24 Years	8.97%
25 - 34 Years	11.09%
35 - 44 Years	12.56%
45 - 54 Years	10.94%
55 - 64 Years	12.17%
65 and Older	23.24%
Median Age	42.05
Average Age	42.80

## Race Distribution (%)

White	70.82%
Black/African American	6.73%
American Indian/Alaskan	0.53%
Asian	1.52%
Native Hawaiian/Islander	0.15%
Other Race	7.32%
Two or More Races	12.95%
Hispanic	21.92%



ECONOMIC DEVELOPMENT CORPORATION

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# Community • Demographic Profile

Tomball, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	15,008	
2024 Estimate	14,244	
2020 Census	12,341	
2010 Census	10,935	
Growth 2024 - 2029		5.36%
Growth 2020 - 2024		15.42%
Growth 2010 - 2020		12.86%
<b>2024 Est. Population by Single-Classification Race</b>	<b>14,244</b>	
White Alone	10,087	70.82%
Black or African American Alone	958	6.73%
Amer. Indian and Alaska Native Alone	75	0.53%
Asian Alone	216	1.52%
Native Hawaiian and Other Pacific Island Alone	21	0.15%
Some Other Race Alone	1,042	7.32%
Two or More Races	1,845	12.95%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>14,244</b>	
Not Hispanic or Latino	11,121	78.07%
Hispanic or Latino	3,123	21.92%
Mexican	2,391	76.56%
Puerto Rican	108	3.46%
Cuban	65	2.08%
All Other Hispanic or Latino	559	17.90%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>3,123</b>	
White Alone	725	23.21%
Black or African American Alone	22	0.71%
American Indian and Alaska Native Alone	47	1.50%
Asian Alone	7	0.22%
Native Hawaiian and Other Pacific Islander Alone	7	0.22%
Some Other Race Alone	987	31.60%
Two or More Races	1,328	42.52%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>216</b>	
Chinese, except Taiwanese	32	14.82%
Filipino	12	5.56%
Japanese	16	7.41%
Asian Indian	54	25.00%
Korean	3	1.39%
Vietnamese	73	33.80%
Cambodian	2	0.93%
Hmong	1	0.46%
Laotian	0	0.00%
Thai	1	0.46%
All Other Asian Races Including 2+ Category	22	10.19%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>14,244</b>	
Arab	123	0.86%
Czech	205	1.44%
Danish	1	0.01%
Dutch	41	0.29%
English	1,419	9.96%
French (except Basque)	343	2.41%
French Canadian	19	0.13%
German	1,887	13.25%
Greek	0	0.00%
Hungarian	23	0.16%
Irish	1,010	7.09%
Italian	700	4.91%
Lithuanian	0	0.00%
United States or American	444	3.12%
Norwegian	18	0.13%
Polish	223	1.57%
Portuguese	7	0.05%
Russian	25	0.18%
Scottish	250	1.75%
Scotch-Irish	119	0.84%
Slovak	2	0.01%
Subsaharan African	197	1.38%
Swedish	123	0.86%
Swiss	68	0.48%
Ukrainian	7	0.05%
Welsh	38	0.27%
West Indian (except Hisp. groups)	26	0.18%
Other ancestries	4,233	29.72%
Ancestry Unclassified	2,693	18.91%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	10,235	76.07%
Speak Asian/Pacific Island Language at Home	28	0.21%
Speak IndoEuropean Language at Home	315	2.34%
Speak Spanish at Home	2,876	21.38%
Speak Other Language at Home	0	0.00%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>14,244</b>	
Age 0 - 4	790	5.55%
Age 5 - 9	762	5.35%
Age 10 - 14	873	6.13%
Age 15 - 17	572	4.02%
Age 18 - 20	564	3.96%
Age 21 - 24	713	5.01%
Age 25 - 34	1,579	11.09%
Age 35 - 44	1,789	12.56%
Age 45 - 54	1,558	10.94%
Age 55 - 64	1,734	12.17%
Age 65 - 74	1,620	11.37%
Age 75 - 84	1,047	7.35%
Age 85 and over	643	4.51%
Age 16 and over	11,630	81.65%
Age 18 and over	11,247	78.96%
Age 21 and over	10,683	75.00%
Age 65 and over	3,310	23.24%
2024 Est. Median Age		42.05
2024 Est. Average Age		42.80
<b>2024 Est. Population by Sex</b>	<b>14,244</b>	
Male	6,567	46.10%
Female	7,677	53.90%
<b>2024 Est. Male Population by Age</b>	<b>6,567</b>	
Age 0 - 4	403	6.14%
Age 5 - 9	387	5.89%
Age 10 - 14	424	6.46%
Age 15 - 17	295	4.49%
Age 18 - 20	293	4.46%
Age 21 - 24	385	5.86%
Age 25 - 34	747	11.38%
Age 35 - 44	894	13.61%
Age 45 - 54	724	11.03%
Age 55 - 64	803	12.23%
Age 65 - 74	681	10.37%
Age 75 - 84	367	5.59%
Age 85 and over	164	2.50%
2024 Est. Median Age, Male		38.93
2024 Est. Average Age, Male		40.00
<b>2024 Est. Female Population by Age</b>	<b>7,677</b>	
Age 0 - 4	387	5.04%
Age 5 - 9	375	4.88%
Age 10 - 14	449	5.85%
Age 15 - 17	277	3.61%
Age 18 - 20	271	3.53%
Age 21 - 24	328	4.27%
Age 25 - 34	832	10.84%
Age 35 - 44	895	11.66%
Age 45 - 54	834	10.86%
Age 55 - 64	931	12.13%
Age 65 - 74	939	12.23%
Age 75 - 84	680	8.86%
Age 85 and over	479	6.24%
2024 Est. Median Age, Female		45.29
2024 Est. Average Age, Female		45.30

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	3,665	31.01%
Males, Never Married	1,646	13.93%
Females, Never Married	2,019	17.08%
Married, Spouse present	5,382	45.54%
Married, Spouse absent	574	4.86%
Widowed	811	6.86%
Males Widowed	204	1.73%
Females Widowed	607	5.14%
Divorced	1,387	11.74%
Males Divorced	453	3.83%
Females Divorced	934	7.90%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	559	5.61%
Some High School, no diploma	511	5.12%
High School Graduate (or GED)	2,402	24.09%
Some College, no degree	2,451	24.58%
Associate Degree	729	7.31%
Bachelor's Degree	2,143	21.49%
Master's Degree	1,023	10.26%
Professional School Degree	86	0.86%
Doctorate Degree	66	0.66%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	346	19.26%
High School Graduate	441	24.55%
Some College or Associate's Degree	477	26.56%
Bachelor's Degree or Higher	532	29.62%
<b>Households</b>		
2029 Projection	6,145	
2024 Estimate	5,771	
2020 Census	5,008	
2010 Census	4,394	
Growth 2024 - 2029		6.48%
Growth 2020 - 2024		15.24%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>5,771</b>	
Family Households	3,593	62.26%
Nonfamily Households	2,178	37.74%
2024 Est. Group Quarters Population	466	
2024 Households by Ethnicity, Hispanic/Latino	951	

# Community • Demographic Profile

Tomball, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>5,771</b>	
Income < \$15,000	640	11.09%
Income \$15,000 - \$24,999	499	8.65%
Income \$25,000 - \$34,999	334	5.79%
Income \$35,000 - \$49,999	565	9.79%
Income \$50,000 - \$74,999	876	15.18%
Income \$75,000 - \$99,999	902	15.63%
Income \$100,000 - \$124,999	501	8.68%
Income \$125,000 - \$149,999	317	5.49%
Income \$150,000 - \$199,999	507	8.79%
Income \$200,000 - \$249,999	286	4.96%
Income \$250,000 - \$499,999	253	4.38%
Income \$500,000+	91	1.58%
2024 Est. Average Household Income		\$99,462
2024 Est. Median Household Income		\$74,186
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$72,685
Black or African American Alone		\$81,255
American Indian and Alaska Native Alone		\$33,624
Asian Alone		\$120,885
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$108,545
Two or More Races		\$72,686
Hispanic or Latino		\$85,231
Not Hispanic or Latino		\$70,882
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>5,771</b>	
Family Households with Children	1,832	31.75%
Family Households without Children	3,939	68.25%
<b>Married-Couple Families</b>	<b>2,819</b>	<b>48.85%</b>
Married-Couple Family, own children	1,364	23.64%
Married-Couple Family, no own children	1,455	25.21%
<b>Cohabiting-Couple Families</b>	<b>240</b>	<b>4.16%</b>
Cohabiting-Couple Family, own children	148	2.56%
Cohabiting-Couple Family, no own children	92	1.59%
<b>Male Householder Families</b>	<b>1,064</b>	<b>18.44%</b>
Male Householder, own children	16	0.28%
Male Householder, no own children	69	1.20%
Male Householder, only Nonrelatives	188	3.26%
Male Householder, Living Alone	791	13.71%
<b>Female Householder Families</b>	<b>1,648</b>	<b>28.56%</b>
Female Householder, own children	304	5.27%
Female Householder, no own children	239	4.14%
Female Householder, only Nonrelatives	27	0.47%
Female Householder, Living Alone	1,078	18.68%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>5,771</b>	
1-person	2,095	36.30%
2-person	1,563	27.08%
3-person	870	15.08%
4-person	638	11.06%
5-person	338	5.86%
6-person	150	2.60%
7-or-more-person	117	2.03%
2024 Est. Average Household Size		2.39
<b>2024 Est. Households by Number of Vehicles</b>	<b>5,771</b>	
No Vehicles	373	6.46%
1 Vehicle	2,417	41.88%
2 Vehicles	1,703	29.51%
3 Vehicles	1,045	18.11%
4 Vehicles	216	3.74%
5 or more Vehicles	17	0.30%
2024 Est. Average Number of Vehicles		1.7
<b>Family Households</b>		
2029 Projection	3,825	
2024 Estimate	3,593	
2020 Estimate	3,071	
2010 Census	2,673	
Growth 2024 - 2029		6.46%
Growth 2020 - 2024		17.00%
Growth 2010 - 2020		14.89%
<b>2024 Est. Families by Poverty Status</b>	<b>3,593</b>	
2024 Families at or Above Poverty	3,358	93.46%
2024 Families at or Above Poverty with Children	1,721	47.90%
2024 Families Below Poverty	235	6.54%
2024 Families Below Poverty with Children	136	3.79%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	6,223	53.51%
Civilian Labor Force, Unemployed	328	2.82%
Armed Forces	0	0.00%
Not in Labor Force	5,079	43.67%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	4,453	69.42%
Non-Profit Private Workers	283	4.41%
Local Government Workers	69	1.08%
State Government Workers	144	2.25%
Federal Government Workers	650	10.13%
Self-Employed Workers	812	12.66%
Unpaid Family Workers	4	0.06%

# Community • Demographic Profile

Tomball, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	248	3.87%
Arts/Entertainment/Sports	170	2.65%
Building Grounds Maintenance	310	4.83%
Business/Financial Operations	467	7.28%
Community/Social Services	213	3.32%
Computer/Mathematical	234	3.65%
Construction/Extraction	227	3.54%
Education/Training/Library	426	6.64%
Farming/Fishing/Forestry	2	0.03%
Food Prep/Serving	418	6.52%
Health Practitioner/Technician	264	4.12%
Healthcare Support	169	2.63%
Maintenance Repair	400	6.24%
Legal	43	0.67%
Life/Physical/Social Science	99	1.54%
Management	626	9.76%
Office/Admin. Support	531	8.28%
Production	200	3.12%
Protective Services	214	3.34%
Sales/Related	676	10.54%
Personal Care/Service	154	2.40%
Transportation/Moving	324	5.05%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	3,997	62.31%
Blue Collar	1,151	17.94%
Service and Farm	1,267	19.75%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	4,445	70.62%
Car Pooled	554	8.80%
Public Transportation	10	0.16%
Walked	21	0.33%
Bicycle	1	0.02%
Other Means	6	0.10%
Worked at Home	1,257	19.97%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,452	
15 - 29 Minutes	1,540	
30 - 44 Minutes	1,135	
45 - 59 Minutes	583	
60 or more Minutes	610	
2024 Est. Avg Travel Time to Work in Minutes		32
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>5,771</b>	
Owner Occupied	2,872	49.77%
Renter Occupied	2,899	50.23%
2024 Owner Occ. HUs: Avg. Length of Residence		13.10 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		5.90 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>2,872</b>	
Value Less than \$20,000	57	1.99%
Value \$20,000 - \$39,999	26	0.91%
Value \$40,000 - \$59,999	62	2.16%
Value \$60,000 - \$79,999	5	0.17%
Value \$80,000 - \$99,999	13	0.45%
Value \$100,000 - \$149,999	91	3.17%
Value \$150,000 - \$199,999	174	6.06%
Value \$200,000 - \$299,999	753	26.22%
Value \$300,000 - \$399,999	551	19.18%
Value \$400,000 - \$499,999	454	15.81%
Value \$500,000 - \$749,999	413	14.38%
Value \$750,000 - \$999,999	139	4.84%
Value \$1,000,000 or \$1,499,999	82	2.85%
Value \$1,500,000 or \$1,999,999	42	1.46%
Value \$2,000,000+	10	0.35%
2024 Est. Median All Owner-Occupied Housing Value		\$342,892
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	3,723	60.46%
1 Unit Attached	271	4.40%
2 Units	47	0.76%
3 or 4 Units	241	3.91%
5 to 19 Units	726	11.79%
20 to 49 Units	154	2.50%
50 or More Units	809	13.14%
Mobile Home or Trailer	187	3.04%
Boat, RV, Van, etc.	0	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	366	5.94%
Housing Units Built 2010 to 2019	934	15.17%
Housing Units Built 2000 to 2009	1,070	17.38%
Housing Units Built 1990 to 1999	889	14.44%
Housing Units Built 1980 to 1989	1,367	22.20%
Housing Units Built 1970 to 1979	498	8.09%
Housing Units Built 1960 to 1969	282	4.58%
Housing Units Built 1950 to 1959	261	4.24%
Housing Units Built 1940 to 1949	195	3.17%
Housing Unit Built 1939 or Earlier	296	4.81%
2024 Est. Median Year Structure Built		1992

<sup>†</sup> 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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