



The **Retail** Coach®

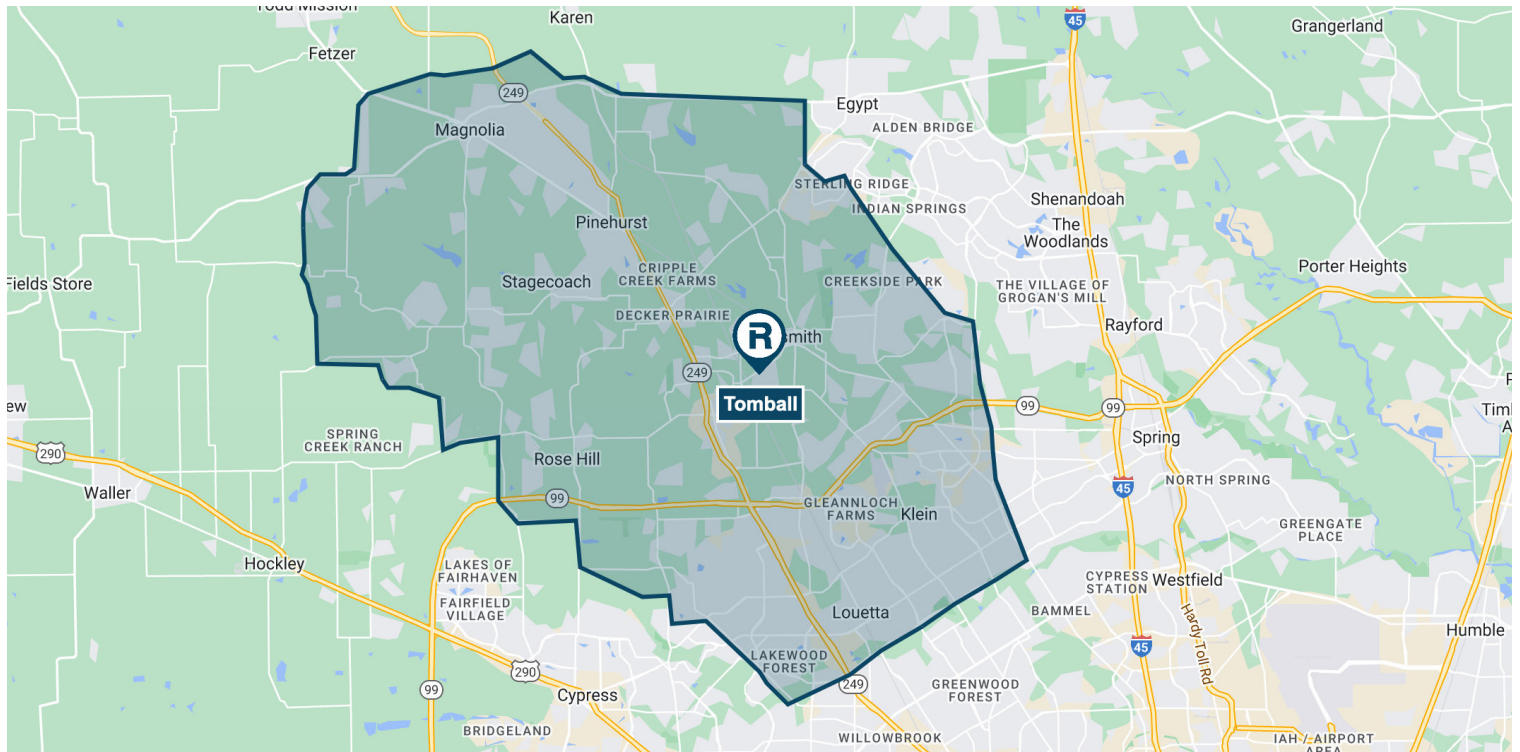
Retail Trade Area Demographic Profile

TOMBALL, TEXAS

Prepared for Tomball Economic Development Corporation
August 2024

Retail Trade Area • Demographic Snapshot

Tomball, Texas



Population

2020	328,739
2024	354,051
2029	376,515

Educational Attainment (%)

Graduate or Professional Degree	14.19%
Bachelors Degree	30.02%
Associate Degree	8.20%
Some College	19.50%
High School Graduate (or GED)	21.37%
Some High School, No Degree	3.61%
Less than 9th Grade	3.10%

Income

Average HH	\$143,971
Median HH	\$106,366
Per Capita	\$48,855

Age

0 - 9 Years	12.99%
10 - 17 Years	12.54%
18 - 24 Years	9.79%
25 - 34 Years	10.44%
35 - 44 Years	14.44%
45 - 54 Years	13.66%
55 - 64 Years	11.84%
65 and Older	14.29%
Median Age	38.11
Average Age	37.97

Race Distribution (%)

White	57.95%
Black/African American	8.76%
American Indian/Alaskan	0.88%
Asian	7.48%
Native Hawaiian/Islander	0.07%
Other Race	8.65%
Two or More Races	16.23%
Hispanic	27.08%



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Retail Trade Area • Demographic Profile

Tomball, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	376,515	
2024 Estimate	354,051	
2020 Census	328,739	
2010 Census	238,273	
Growth 2024 - 2029		6.34%
Growth 2020 - 2024		7.70%
Growth 2010 - 2020		37.97%
2024 Est. Population by Single-Classification Race	354,051	
White Alone	205,166	57.95%
Black or African American Alone	31,006	8.76%
Amer. Indian and Alaska Native Alone	3,102	0.88%
Asian Alone	26,477	7.48%
Native Hawaiian and Other Pacific Island Alone	236	0.07%
Some Other Race Alone	30,608	8.65%
Two or More Races	57,456	16.23%
2024 Est. Population by Hispanic or Latino Origin	354,051	
Not Hispanic or Latino	258,159	72.92%
Hispanic or Latino	95,892	27.08%
Mexican	62,530	65.21%
Puerto Rican	3,347	3.49%
Cuban	1,273	1.33%
All Other Hispanic or Latino	28,741	29.97%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	95,892	
White Alone	20,924	21.82%
Black or African American Alone	975	1.02%
American Indian and Alaska Native Alone	2,274	2.37%
Asian Alone	298	0.31%
Native Hawaiian and Other Pacific Islander Alone	62	0.07%
Some Other Race Alone	28,997	30.24%
Two or More Races	42,362	44.18%
2024 Est. Pop by Race, Asian Alone, by Category	26,477	
Chinese, except Taiwanese	3,725	14.07%
Filipino	3,320	12.54%
Japanese	285	1.08%
Asian Indian	6,283	23.73%
Korean	640	2.42%
Vietnamese	6,209	23.45%
Cambodian	277	1.05%
Hmong	1	0.00%
Laotian	6	0.02%
Thai	347	1.31%
All Other Asian Races Including 2+ Category	5,385	20.34%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	354,051	
Arab	2,647	0.75%
Czech	2,542	0.72%
Danish	485	0.14%
Dutch	1,369	0.39%
English	31,835	8.99%
French (except Basque)	7,190	2.03%
French Canadian	1,458	0.41%
German	39,069	11.04%
Greek	1,105	0.31%
Hungarian	416	0.12%
Irish	21,433	6.05%
Italian	11,588	3.27%
Lithuanian	39	0.01%
United States or American	10,188	2.88%
Norwegian	2,902	0.82%
Polish	4,690	1.32%
Portuguese	472	0.13%
Russian	874	0.25%
Scottish	5,681	1.60%
Scotch-Irish	3,892	1.10%
Slovak	208	0.06%
Subsaharan African	3,162	0.89%
Swedish	2,501	0.71%
Swiss	427	0.12%
Ukrainian	474	0.13%
Welsh	1,273	0.36%
West Indian (except Hisp. groups)	952	0.27%
Other ancestries	113,729	32.12%
Ancestry Unclassified	81,450	23.00%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	246,468	74.30%
Speak Asian/Pacific Island Language at Home	11,642	3.51%
Speak IndoEuropean Language at Home	12,421	3.75%
Speak Spanish at Home	59,521	17.94%
Speak Other Language at Home	1,009	0.30%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	354,051	
Age 0 - 4	22,351	6.31%
Age 5 - 9	23,634	6.67%
Age 10 - 14	27,811	7.86%
Age 15 - 17	16,582	4.68%
Age 18 - 20	15,869	4.48%
Age 21 - 24	18,802	5.31%
Age 25 - 34	36,970	10.44%
Age 35 - 44	51,124	14.44%
Age 45 - 54	48,379	13.66%
Age 55 - 64	41,921	11.84%
Age 65 - 74	31,170	8.80%
Age 75 - 84	15,146	4.28%
Age 85 and over	4,291	1.21%
Age 16 and over	274,732	77.60%
Age 18 and over	263,673	74.47%
Age 21 and over	247,804	69.99%
Age 65 and over	50,608	14.29%
2024 Est. Median Age		38.11
2024 Est. Average Age		37.97
2024 Est. Population by Sex	354,051	
Male	173,139	48.90%
Female	180,912	51.10%
2024 Est. Male Population by Age	173,139	
Age 0 - 4	11,374	6.57%
Age 5 - 9	11,878	6.86%
Age 10 - 14	14,158	8.18%
Age 15 - 17	8,513	4.92%
Age 18 - 20	8,153	4.71%
Age 21 - 24	9,656	5.58%
Age 25 - 34	18,128	10.47%
Age 35 - 44	24,324	14.05%
Age 45 - 54	23,600	13.63%
Age 55 - 64	20,414	11.79%
Age 65 - 74	14,760	8.53%
Age 75 - 84	6,667	3.85%
Age 85 and over	1,514	0.87%
2024 Est. Median Age, Male		37.08
2024 Est. Average Age, Male		37.12
2024 Est. Female Population by Age	180,912	
Age 0 - 4	10,977	6.07%
Age 5 - 9	11,757	6.50%
Age 10 - 14	13,653	7.55%
Age 15 - 17	8,069	4.46%
Age 18 - 20	7,716	4.26%
Age 21 - 24	9,146	5.06%
Age 25 - 34	18,842	10.41%
Age 35 - 44	26,800	14.81%
Age 45 - 54	24,779	13.70%
Age 55 - 64	21,507	11.89%
Age 65 - 74	16,410	9.07%
Age 75 - 84	8,479	4.69%
Age 85 and over	2,778	1.54%
2024 Est. Median Age, Female		39.02
2024 Est. Average Age, Female		38.76

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	71,296	25.44%
Males, Never Married	38,226	13.64%
Females, Never Married	33,070	11.80%
Married, Spouse present	165,249	58.96%
Married, Spouse absent	8,965	3.20%
Widowed	12,424	4.43%
Males Widowed	2,772	0.99%
Females Widowed	9,652	3.44%
Divorced	22,322	7.96%
Males Divorced	8,358	2.98%
Females Divorced	13,964	4.98%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,102	3.10%
Some High School, no diploma	8,277	3.61%
High School Graduate (or GED)	48,944	21.37%
Some College, no degree	44,659	19.50%
Associate Degree	18,782	8.20%
Bachelor's Degree	68,746	30.02%
Master's Degree	24,586	10.74%
Professional School Degree	4,402	1.92%
Doctorate Degree	3,504	1.53%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8,707	16.52%
High School Graduate	13,305	25.24%
Some College or Associate's Degree	13,404	25.43%
Bachelor's Degree or Higher	17,292	32.81%
Households		
2029 Projection	127,383	
2024 Estimate	119,776	
2020 Census	111,344	
2010 Census	80,992	
Growth 2024 - 2029		6.35%
Growth 2020 - 2024		7.57%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	119,776	
Family Households	96,076	80.21%
Nonfamily Households	23,700	19.79%
2024 Est. Group Quarters Population	1,084	
2024 Households by Ethnicity, Hispanic/Latino	25,190	



Retail Trade Area • Demographic Profile

Tomball, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	119,776	
Income < \$15,000	6,147	5.13%
Income \$15,000 - \$24,999	4,869	4.07%
Income \$25,000 - \$34,999	5,608	4.68%
Income \$35,000 - \$49,999	8,454	7.06%
Income \$50,000 - \$74,999	16,880	14.09%
Income \$75,000 - \$99,999	14,561	12.16%
Income \$100,000 - \$124,999	12,594	10.52%
Income \$125,000 - \$149,999	11,378	9.50%
Income \$150,000 - \$199,999	15,073	12.58%
Income \$200,000 - \$249,999	7,945	6.63%
Income \$250,000 - \$499,999	10,543	8.80%
Income \$500,000+	5,723	4.78%
2024 Est. Average Household Income		\$143,971
2024 Est. Median Household Income		\$106,366
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$113,103
Black or African American Alone		\$102,128
American Indian and Alaska Native Alone		\$72,414
Asian Alone		\$125,710
Native Hawaiian and Other Pacific Islander Alone		\$76,419
Some Other Race Alone		\$66,597
Two or More Races		\$95,991
Hispanic or Latino		\$83,767
Not Hispanic or Latino		\$114,075
2024 Est. HH by Type and Presence of Own Child.	119,776	
Family Households with Children	45,935	38.35%
Family Households without Children	73,841	61.65%
Married-Couple Families	78,449	65.50%
Married-Couple Family, own children	37,512	31.32%
Married-Couple Family, no own children	40,937	34.18%
Cohabiting-Couple Families	5,160	4.31%
Cohabiting-Couple Family, own children	2,054	1.72%
Cohabiting-Couple Family, no own children	3,105	2.59%
Male Householder Families	14,377	12.00%
Male Householder, own children	1,757	1.47%
Male Householder, no own children	1,929	1.61%
Male Householder, only Nonrelatives	1,135	0.95%
Male Householder, Living Alone	9,556	7.98%
Female Householder Families	21,791	18.19%
Female Householder, own children	4,612	3.85%
Female Householder, no own children	5,409	4.52%
Female Householder, only Nonrelatives	850	0.71%
Female Householder, Living Alone	10,921	9.12%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	119,776	
1-person	20,332	16.98%
2-person	36,599	30.56%
3-person	21,409	17.87%
4-person	22,569	18.84%
5-person	11,680	9.75%
6-person	4,671	3.90%
7-or-more-person	2,517	2.10%
2024 Est. Average Household Size		2.94
2024 Est. Households by Number of Vehicles	119,776	
No Vehicles	2,353	1.96%
1 Vehicle	28,033	23.41%
2 Vehicles	57,020	47.61%
3 Vehicles	23,798	19.87%
4 Vehicles	6,850	5.72%
5 or more Vehicles	1,722	1.44%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	102,186	
2024 Estimate	96,076	
2020 Estimate	87,579	
2010 Census	64,676	
Growth 2024 - 2029		6.36%
Growth 2020 - 2024		9.70%
Growth 2010 - 2020		35.41%
2024 Est. Families by Poverty Status	96,076	
2024 Families at or Above Poverty	90,553	94.25%
2024 Families at or Above Poverty with Children	44,662	46.49%
2024 Families Below Poverty	5,523	5.75%
2024 Families Below Poverty with Children	3,823	3.98%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	170,989	62.24%
Civilian Labor Force, Unemployed	11,057	4.03%
Armed Forces	27	0.01%
Not in Labor Force	92,659	33.73%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	124,382	71.45%
Non-Profit Private Workers	8,296	4.77%
Local Government Workers	2,094	1.20%
State Government Workers	5,738	3.30%
Federal Government Workers	13,716	7.88%
Self-Employed Workers	19,340	11.11%
Unpaid Family Workers	516	0.30%



Retail Trade Area • Demographic Profile

Tomball, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	5,471	3.14%
Arts/Entertainment/Sports	2,959	1.70%
Building Grounds Maintenance	4,311	2.48%
Business/Financial Operations	14,027	8.06%
Community/Social Services	2,821	1.62%
Computer/Mathematical	6,101	3.50%
Construction/Extraction	6,843	3.93%
Education/Training/Library	12,732	7.31%
Farming/Fishing/Forestry	196	0.11%
Food Prep/Serving	7,721	4.43%
Health Practitioner/Technician	10,259	5.89%
Healthcare Support	2,902	1.67%
Maintenance Repair	4,424	2.54%
Legal	2,285	1.31%
Life/Physical/Social Science	1,699	0.98%
Management	27,817	15.98%
Office/Admin. Support	18,211	10.46%
Production	5,881	3.38%
Protective Services	3,403	1.96%
Sales/Related	20,521	11.79%
Personal Care/Service	3,161	1.82%
Transportation/Moving	10,338	5.94%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	124,902	71.75%
Blue Collar	27,486	15.79%
Service and Farm	21,694	12.46%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	124,313	72.91%
Car Pooled	14,074	8.26%
Public Transportation	1,504	0.88%
Walked	935	0.55%
Bicycle	185	0.11%
Other Means	1,836	1.08%
Worked at Home	27,650	16.22%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,790	
15 - 29 Minutes	47,823	
30 - 44 Minutes	38,098	
45 - 59 Minutes	23,160	
60 or more Minutes	18,326	
2024 Est. Avg Travel Time to Work in Minutes		35
2024 Est. Occupied Housing Units by Tenure	119,776	
Owner Occupied	90,417	75.49%
Renter Occupied	29,359	24.51%
2024 Owner Occ. HUs: Avg. Length of Residence		12.57 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.90 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	90,417	
Value Less than \$20,000	981	1.08%
Value \$20,000 - \$39,999	993	1.10%
Value \$40,000 - \$59,999	520	0.57%
Value \$60,000 - \$79,999	337	0.37%
Value \$80,000 - \$99,999	499	0.55%
Value \$100,000 - \$149,999	2,381	2.63%
Value \$150,000 - \$199,999	4,112	4.55%
Value \$200,000 - \$299,999	22,978	25.41%
Value \$300,000 - \$399,999	20,883	23.10%
Value \$400,000 - \$499,999	13,959	15.44%
Value \$500,000 - \$749,999	12,544	13.87%
Value \$750,000 - \$999,999	5,790	6.40%
Value \$1,000,000 or \$1,499,999	2,555	2.83%
Value \$1,500,000 or \$1,999,999	1,060	1.17%
Value \$2,000,000+	827	0.92%
2024 Est. Median All Owner-Occupied Housing Value		\$356,518
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	98,436	77.87%
1 Unit Attached	2,738	2.17%
2 Units	558	0.44%
3 or 4 Units	1,349	1.07%
5 to 19 Units	6,913	5.47%
20 to 49 Units	3,261	2.58%
50 or More Units	4,816	3.81%
Mobile Home or Trailer	8,322	6.58%
Boat, RV, Van, etc.	18	0.01%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	9,115	7.21%
Housing Units Built 2010 to 2019	32,118	25.41%
Housing Units Built 2000 to 2009	36,809	29.12%
Housing Units Built 1990 to 1999	18,027	14.26%
Housing Units Built 1980 to 1989	15,296	12.10%
Housing Units Built 1970 to 1979	11,129	8.80%
Housing Units Built 1960 to 1969	1,625	1.29%
Housing Units Built 1950 to 1959	916	0.73%
Housing Units Built 1940 to 1949	448	0.35%
Housing Unit Built 1939 or Earlier	927	0.73%
2024 Est. Median Year Structure Built		2004

[†] 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.



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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, 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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