

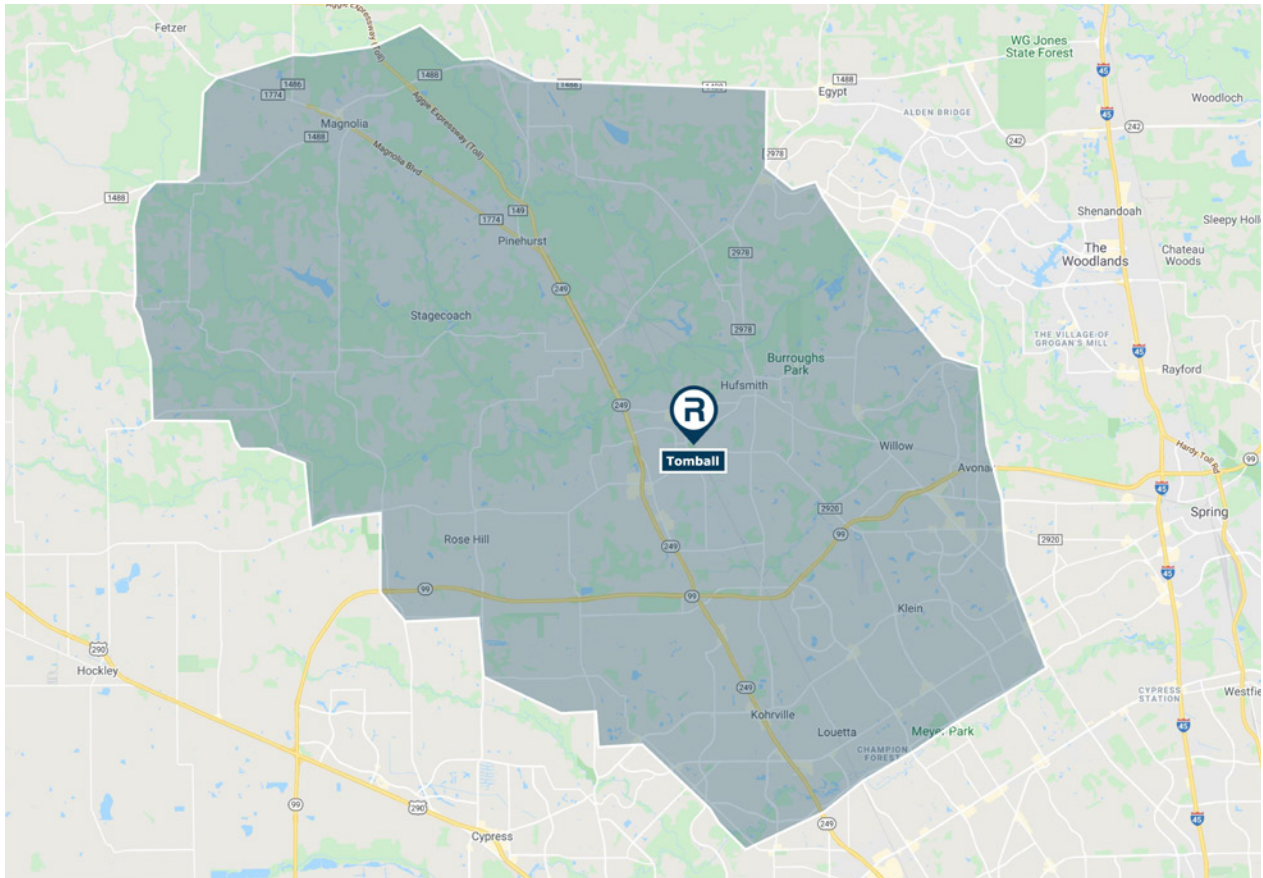


TOMBALL, TEXAS

Retail Trade Area Demographic Profile



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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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DESCRIPTION	DATA	%
Population		
2025 Projection	346,681	
2020 Estimate	318,276	
2010 Census	234,914	
2000 Census	136,953	
Growth 2020 - 2025		8.93%
Growth 2010 - 2020		35.49%
Growth 2000 - 2010		71.53%
2020 Est. Population by Single-Classification Race	318,276	
White Alone	230,656	72.47%
Black or African American Alone	24,522	7.71%
Amer. Indian and Alaska Native Alone	1,865	0.59%
Asian Alone	25,119	7.89%
Native Hawaiian and Other Pacific Island Alone	227	0.07%
Some Other Race Alone	24,458	7.69%
Two or More Races	11,430	3.59%
2020 Est. Population by Hispanic or Latino Origin	318,276	
Not Hispanic or Latino	242,636	76.24%
Hispanic or Latino	75,641	23.77%
Mexican	54,730	72.36%
Puerto Rican	2,366	3.13%
Cuban	1,026	1.36%
All Other Hispanic or Latino	17,519	23.16%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	75,641	
White Alone	45,772	60.51%
Black or African American Alone	697	0.92%
American Indian and Alaska Native Alone	962	1.27%
Asian Alone	278	0.37%
Native Hawaiian and Other Pacific Islander Alone	44	0.06%
Some Other Race Alone	23,878	31.57%
Two or More Races	4,010	5.30%
2020 Est. Pop by Race, Asian Alone, by Category	25,119	
Chinese, except Taiwanese	2,855	11.37%
Filipino	2,297	9.15%
Japanese	120	0.48%
Asian Indian	6,998	27.86%
Korean	499	1.99%
Vietnamese	5,681	22.62%
Cambodian	304	1.21%
Hmong	14	0.06%
Laotian	121	0.48%
Thai	183	0.73%
All Other Asian Races Including 2+ Category	6,046	24.07%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	318,276	
Arab	1,363	0.43%
Czech	2,661	0.84%
Danish	975	0.31%
Dutch	3,251	1.02%
English	26,853	8.44%
French (except Basque)	8,107	2.55%
French Canadian	1,586	0.50%
German	44,347	13.93%
Greek	740	0.23%
Hungarian	971	0.31%
Irish	23,165	7.28%
Italian	10,333	3.25%
Lithuanian	287	0.09%
United States or American	27,664	8.69%
Norwegian	2,229	0.70%
Polish	6,762	2.13%
Portuguese	422	0.13%
Russian	936	0.29%
Scottish	5,429	1.71%
Scotch-Irish	5,004	1.57%
Slovak	410	0.13%
Subsaharan African	552	0.17%
Swedish	1,878	0.59%
Swiss	592	0.19%
Ukrainian	284	0.09%
Welsh	1,128	0.35%
West Indian (except Hisp. groups)	444	0.14%
Other ancestries	84,183	26.45%
Ancestry Unclassified	55,719	17.51%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	221,992	75.09%
Speak Asian/Pacific Island Language at Home	9,346	3.16%
Speak IndoEuropean Language at Home	9,143	3.09%
Speak Spanish at Home	54,372	18.39%
Speak Other Language at Home	786	0.27%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	318,276	
Age 0 - 4	22,638	7.11%
Age 5 - 9	23,265	7.31%
Age 10 - 14	23,154	7.28%
Age 15 - 17	14,638	4.60%
Age 18 - 20	13,257	4.17%
Age 21 - 24	17,738	5.57%
Age 25 - 34	38,922	12.23%
Age 35 - 44	40,908	12.85%
Age 45 - 54	43,804	13.76%
Age 55 - 64	40,262	12.65%
Age 65 - 74	25,854	8.12%
Age 75 - 84	10,691	3.36%
Age 85 and over	3,145	0.99%
Age 16 and over	244,413	76.79%
Age 18 and over	234,581	73.70%
Age 21 and over	221,324	69.54%
Age 65 and over	39,690	12.47%
2020 Est. Median Age		36.38
2020 Est. Average Age		36.94
2020 Est. Population by Sex	318,276	
Male	156,732	49.24%
Female	161,545	50.76%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	156,732	
Age 0 - 4	11,607	7.41%
Age 5 - 9	11,772	7.51%
Age 10 - 14	11,767	7.51%
Age 15 - 17	7,424	4.74%
Age 18 - 20	6,809	4.34%
Age 21 - 24	9,002	5.74%
Age 25 - 34	19,493	12.44%
Age 35 - 44	19,826	12.65%
Age 45 - 54	21,135	13.49%
Age 55 - 64	19,724	12.59%
Age 65 - 74	12,218	7.80%
Age 75 - 84	4,819	3.08%
Age 85 and over	1,134	0.72%
2020 Est. Median Age, Male		35.25
2020 Est. Average Age, Male		36.19
2020 Est. Female Population by Age	161,545	
Age 0 - 4	11,031	6.83%
Age 5 - 9	11,493	7.11%
Age 10 - 14	11,387	7.05%
Age 15 - 17	7,213	4.47%
Age 18 - 20	6,448	3.99%
Age 21 - 24	8,736	5.41%
Age 25 - 34	19,429	12.03%
Age 35 - 44	21,082	13.05%
Age 45 - 54	22,668	14.03%
Age 55 - 64	20,538	12.71%
Age 65 - 74	13,636	8.44%
Age 75 - 84	5,872	3.64%
Age 85 and over	2,011	1.25%
2020 Est. Median Age, Female		37.46
2020 Est. Average Age, Female		37.64

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	61,975	24.87%
Males, Never Married	33,416	13.41%
Females, Never Married	28,560	11.46%
Married, Spouse present	148,099	59.43%
Married, Spouse absent	9,237	3.71%
Widowed	9,509	3.82%
Males Widowed	2,056	0.83%
Females Widowed	7,453	2.99%
Divorced	20,398	8.19%
Males Divorced	7,483	3.00%
Females Divorced	12,915	5.18%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,997	3.4%
Some High School, no diploma	8,568	4.2%
High School Graduate (or GED)	43,685	21.5%
Some College, no degree	44,184	21.7%
Associate Degree	17,140	8.4%
Bachelor's Degree	57,607	28.3%
Master's Degree	19,935	9.8%
Professional School Degree	2,830	1.4%
Doctorate Degree	2,642	1.3%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8,758	22.13%
High School Graduate	10,239	25.87%
Some College or Associate's Degree	9,746	24.62%
Bachelor's Degree or Higher	10,837	27.38%
Households		
2025 Projection	116,746	
2020 Estimate	107,327	
2010 Census	79,861	
2000 Census	45,751	
Growth 2020 - 2025		8.78%
Growth 2010 - 2020		34.39%
Growth 2000 - 2010		74.56%
2020 Est. Households by Household Type	107,327	
Family Households	85,978	80.11%
Nonfamily Households	21,349	19.89%
2020 Est. Group Quarters Population	718	
2020 Households by Ethnicity, Hispanic/Latino	19,522	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	107,327	
Income < \$15,000	5,015	4.67%
Income \$15,000 - \$24,999	4,149	3.87%
Income \$25,000 - \$34,999	6,246	5.82%
Income \$35,000 - \$49,999	9,882	9.21%
Income \$50,000 - \$74,999	16,938	15.78%
Income \$75,000 - \$99,999	15,108	14.08%
Income \$100,000 - \$124,999	12,907	12.03%
Income \$125,000 - \$149,999	9,077	8.46%
Income \$150,000 - \$199,999	11,615	10.82%
Income \$200,000 - \$249,999	5,397	5.03%
Income \$250,000 - \$499,999	7,581	7.06%
Income \$500,000+	3,413	3.18%
2020 Est. Average Household Income		\$126,566
2020 Est. Median Household Income		\$93,592
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$95,211
Black or African American Alone		\$88,210
American Indian and Alaska Native Alone		\$77,905
Asian Alone		\$105,078
Native Hawaiian and Other Pacific Islander Alone		\$60,876
Some Other Race Alone		\$53,452
Two or More Races		\$115,731
Hispanic or Latino		\$71,248
Not Hispanic or Latino		\$99,452
2020 Est. Family HH Type by Presence of Own Child.	85,978	
Married-Couple Family, own children	36,376	42.31%
Married-Couple Family, no own children	34,650	40.30%
Male Householder, own children	2,347	2.73%
Male Householder, no own children	2,032	2.36%
Female Householder, own children	6,266	7.29%
Female Householder, no own children	4,307	5.01%
2020 Est. Households by Household Size	107,327	
1-person	17,364	16.18%
2-person	33,339	31.06%
3-person	20,374	18.98%
4-person	19,677	18.33%
5-person	10,051	9.37%
6-person	4,120	3.84%
7-or-more-person	2,402	2.24%
2020 Est. Average Household Size		2.96

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	107,327	
Households with 1 or More People under Age 18:	48,581	45.27%
Married-Couple Family	38,235	78.70%
Other Family, Male Householder	2,766	5.69%
Other Family, Female Householder	7,279	14.98%
Nonfamily, Male Householder	248	0.51%
Nonfamily, Female Householder	54	0.11%
Households with No People under Age 18:	58,746	54.74%
Married-Couple Family	32,787	55.81%
Other Family, Male Householder	1,616	2.75%
Other Family, Female Householder	3,303	5.62%
Nonfamily, Male Householder	10,154	17.29%
Nonfamily, Female Householder	10,886	18.53%
2020 Est. Households by Number of Vehicles	107,327	
No Vehicles	1,974	1.84%
1 Vehicle	22,999	21.43%
2 Vehicles	53,082	49.46%
3 Vehicles	20,941	19.51%
4 Vehicles	6,310	5.88%
5 or more Vehicles	2,022	1.88%
2020 Est. Average Number of Vehicles		2.13
Family Households		
2025 Projection	93,536	
2020 Estimate	85,978	
2010 Census	63,891	
2000 Census	37,804	
Growth 2020 - 2025		8.79%
Growth 2010 - 2020		34.57%
Growth 2000 - 2010		69.01%

2020 Est. Families by Poverty Status	85,978	
2020 Families at or Above Poverty	81,496	94.79%
2020 Families at or Above Poverty with Children	42,215	49.10%
2020 Families Below Poverty	4,482	5.21%
2020 Families Below Poverty with Children	3,366	3.92%
2020 Est. Pop 16+ by Employment Status	244,411	
Civilian Labor Force, Employed	156,419	64.00%
Civilian Labor Force, Unemployed	8,180	3.35%
Armed Forces	119	0.05%
Not in Labor Force	79,693	32.61%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	157,305	
For-Profit Private Workers	115,582	73.48%
Non-Profit Private Workers	7,513	4.78%
Local Government Workers	1,667	1.06%
State Government Workers	4,342	2.76%
Federal Government Workers	9,862	6.27%
Self-Employed Workers	17,980	11.43%
Unpaid Family Workers	359	0.23%
2020 Est. Civ. Employed Pop 16+ by Occupation	157,305	
Architect/Engineer	5,608	3.57%
Arts/Entertainment/Sports	2,599	1.65%
Building Grounds Maintenance	3,628	2.31%
Business/Financial Operations	9,859	6.27%
Community/Social Services	1,606	1.02%
Computer/Mathematical	5,416	3.44%
Construction/Extraction	5,965	3.79%
Education/Training/Library	11,058	7.03%
Farming/Fishing/Forestry	443	0.28%
Food Prep/Serving	6,043	3.84%
Health Practitioner/Technician	8,125	5.17%
Healthcare Support	1,621	1.03%
Maintenance Repair	5,828	3.71%
Legal	1,355	0.86%
Life/Physical/Social Science	1,240	0.79%
Management	25,334	16.11%
Office/Admin. Support	17,949	11.41%
Production	5,821	3.70%
Protective Services	2,947	1.87%
Sales/Related	23,481	14.93%
Personal Care/Service	4,201	2.67%
Transportation/Moving	7,178	4.56%

2020 Est. Pop 16+ by Occupation Classification	157,305	
White Collar	113,630	72.24%
Blue Collar	24,792	15.76%
Service and Farm	18,882	12.00%
2020 Est. Workers Age 16+ by Transp. to Work	154,636	
Drove Alone	128,289	82.96%
Car Pooled	12,133	7.85%
Public Transportation	1,554	1.01%
Walked	1,518	0.98%
Bicycle	127	0.08%
Other Means	1,390	0.90%
Worked at Home	9,626	6.23%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	24,300	
15 - 29 Minutes	40,863	
30 - 44 Minutes	35,481	
45 - 59 Minutes	21,227	
60 or more Minutes	24,001	
2020 Est. Avg Travel Time to Work in Minutes		37
2020 Est. Occupied Housing Units by Tenure	107,327	
Owner Occupied	87,032	81.09%
Renter Occupied	20,296	18.91%
2020 Owner Occ. HUs: Avg. Length of Residence		11.17
2020 Renter Occ. HUs: Avg. Length of Residence		5.67
2020 Est. Owner-Occupied Housing Units by Value	107,327	
Value Less than \$20,000	984	1.13%
Value \$20,000 - \$39,999	808	0.93%
Value \$40,000 - \$59,999	482	0.55%
Value \$60,000 - \$79,999	525	0.60%
Value \$80,000 - \$99,999	1,522	1.75%
Value \$100,000 - \$149,999	6,553	7.53%
Value \$150,000 - \$199,999	13,864	15.93%
Value \$200,000 - \$299,999	25,378	29.16%
Value \$300,000 - \$399,999	13,832	15.89%
Value \$400,000 - \$499,999	8,664	9.96%
Value \$500,000 - \$749,999	8,491	9.76%
Value \$750,000 - \$999,999	3,223	3.70%
Value \$1,000,000 or \$1,499,999	1,249	1.44%
Value \$1,500,000 or \$1,999,999	636	0.73%
Value \$2,000,000+	821	0.94%
2020 Est. Median All Owner-Occupied Housing Value		\$270,323

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	20,690	18.36%
Housing Units Built 2010 to 2014	9,842	8.74%
Housing Units Built 2000 to 2009	38,739	34.38%
Housing Units Built 1990 to 1999	15,879	14.09%
Housing Units Built 1980 to 1989	13,632	12.10%
Housing Units Built 1970 to 1979	10,417	9.25%
Housing Units Built 1960 to 1969	1,882	1.67%
Housing Units Built 1950 to 1959	809	0.72%
Housing Units Built 1940 to 1949	396	0.35%
Housing Unit Built 1939 or Earlier	388	0.34%
2020 Est. Median Year Structure Built		2004

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	88,690	78.71%
1 Unit Attached	2,495	2.21%
2 Units	318	0.28%
3 or 4 Units	1,213	1.08%
5 to 19 Units	5,465	4.85%
20 to 49 Units	2,515	2.23%
50 or More Units	2,888	2.56%
Mobile Home or Trailer	9,066	8.05%
Boat, RV, Van, etc.	24	0.02%



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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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