



The**Retail**Coach®

COMMUNITY DEMOGRAPHIC PROFILE

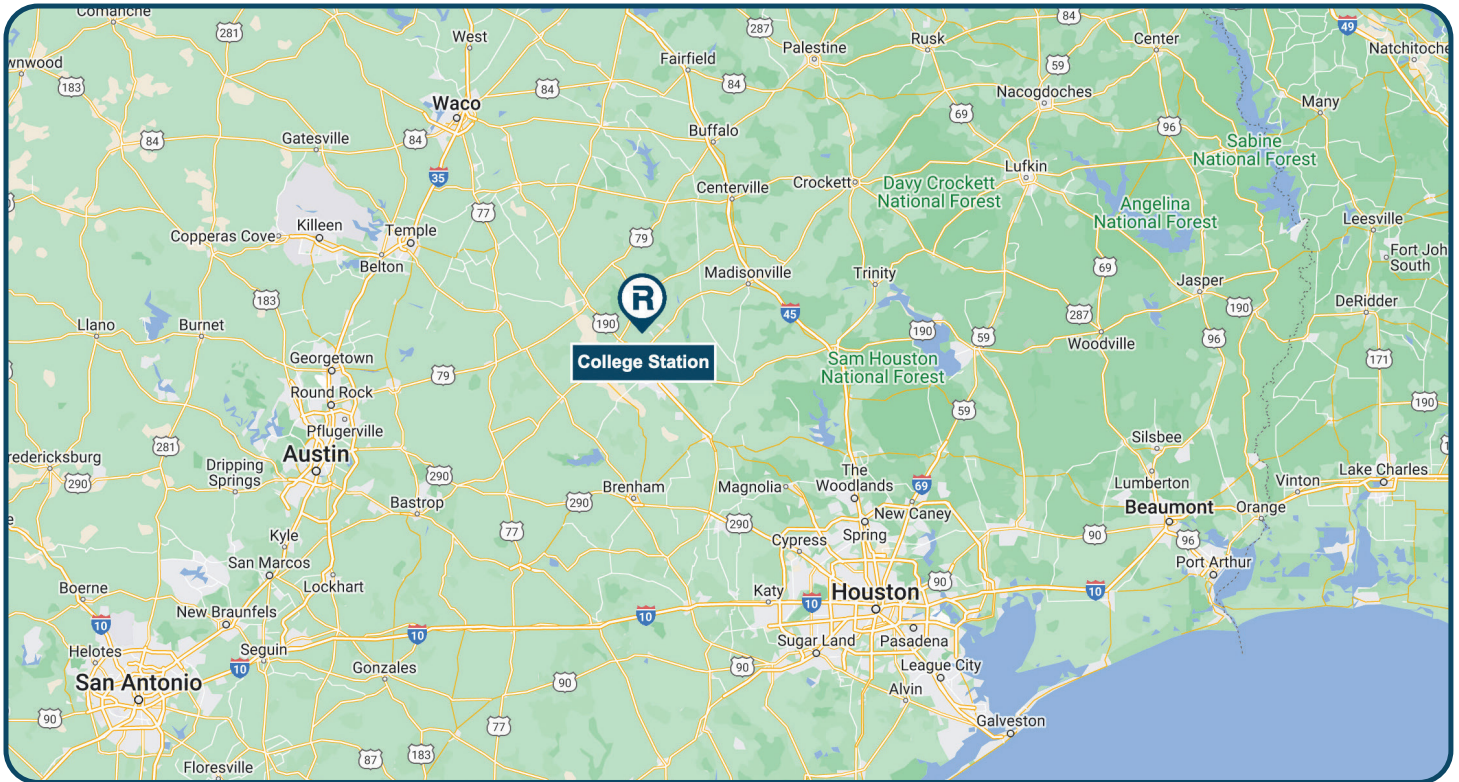
COLLEGE STATION, TEXAS

PREPARED FOR CITY OF COLLEGE STATION, TEXAS
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DEMOGRAPHIC SNAPSHOT


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Population

2020	120,511
2026	130,432
2031	137,594



Age

0-9 Years	9.70%
10 - 17 Years	8.96%
18 - 24 Years	36.47%
25 - 34 Years	13.47%
35 - 44 Years	10.05%
45 - 54 Years	7.69%
55 - 64 Years	5.81%
65 and Older	7.85%
Median Age	23.83
Average Age	30.80



Educational Attainment (%)

Graduate or Professional Degree	26.99%
Bachelors Degree	30.25%
Associate Degree	7.65%
Some College	15.62%
High School Graduate (GED)	13.92%
Some High School, No Degree	3.22%
Less than 9th Grade	2.34%

Income

Average HH	\$89,367
Median HH	\$51,530
Per Capita	\$36,489

Race Distribution

White	62.39%
Black/African American	9.09%
American Indian/Alaskan	0.52%
Asian	8.92%
Native Hawaiian/Islander	0.12%
Other Race	8.20%
Two or More Races	10.76%
Hispanic	21.02%
Non-Hispanic	78.98%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	137,594	
2026 Estimate	130,432	
2020 Census	120,511	
2010 Census	95,500	
Growth 2026 - 2031		5.49%
Growth 2020 - 2026		8.23%
Growth 2010 - 2020		26.19%
2026 Est. Population by Single-Classification Race	130,432	
White Alone	81,375	62.39%
Black or African American Alone	11,856	9.09%
Amer. Indian and Alaska Native Alone	682	0.52%
Asian Alone	11,634	8.92%
Native Hawaiian and Other Pacific Island Alone	158	0.12%
Some Other Race Alone	10,697	8.20%
Two or More Races	14,030	10.76%
2026 Est. Population by Hispanic or Latino Origin	130,432	
Not Hispanic or Latino	103,016	78.98%
Hispanic or Latino	27,416	21.02%
Mexican	19,507	71.15%
Puerto Rican	975	3.56%
Cuban	873	3.18%
All Other Hispanic or Latino	6,061	22.11%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	27,416	
White Alone	7,256	26.47%
Black or African American Alone	363	1.32%
American Indian and Alaska Native Alone	360	1.31%
Asian Alone	104	0.38%
Native Hawaiian and Other Pacific Islander Alone	19	0.07%
Some Other Race Alone	10,202	37.21%
Two or More Races	9,112	33.24%
2026 Est. Pop by Race, Asian Alone, by Category	11,634	
Chinese, except Taiwanese	3,083	26.50%
Filipino	658	5.66%
Japanese	196	1.69%
Asian Indian	3,537	30.40%
Korean	1,154	9.92%
Vietnamese	760	6.53%
Cambodian	23	0.20%
Hmong	0	0.00%
Laotian	8	0.07%
Thai	8	0.07%
All Other Asian Races Including 2+ Category	2,207	18.97%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	130,432	
Arab	1,345	1.03%
Czech	1,919	1.47%
Danish	282	0.22%
Dutch	922	0.71%
English	10,800	8.28%
French (except Basque)	2,157	1.65%
French Canadian	348	0.27%
German	16,133	12.37%
Greek	359	0.28%
Hungarian	121	0.09%
Irish	8,785	6.74%
Italian	3,635	2.79%
Lithuanian	14	0.01%
United States or American	3,441	2.64%
Norwegian	1,166	0.89%
Polish	2,462	1.89%
Portuguese	213	0.16%
Russian	440	0.34%
Scottish	1,709	1.31%
Scotch-Irish	832	0.64%
Slovak	12	0.01%
Subsaharan African	903	0.69%
Swedish	895	0.69%
Swiss	108	0.08%
Ukrainian	241	0.19%
Welsh	384	0.29%
West Indian (except Hisp. groups)	208	0.16%
Other ancestries	39,650	30.40%
Ancestry Unclassified	30,948	23.73%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	97,767	78.75%
Speak Asian/Pacific Island Language at Home	5,654	4.55%
Speak IndoEuropean Language at Home	5,841	4.71%
Speak Spanish at Home	13,232	10.66%
Speak Other Language at Home	1,653	1.33%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	130,432	
Age 0 - 4	6,285	4.82%
Age 5 - 9	6,371	4.88%
Age 10 - 14	6,036	4.63%
Age 15 - 17	5,648	4.33%
Age 18 - 20	21,734	16.66%
Age 21 - 24	25,836	19.81%
Age 25 - 34	17,573	13.47%
Age 35 - 44	13,107	10.05%
Age 45 - 54	10,025	7.69%
Age 55 - 64	7,583	5.81%
Age 65 - 74	6,095	4.67%
Age 75 - 84	3,285	2.52%
Age 85 and over	854	0.66%
Age 16 and over	109,899	84.26%
Age 18 and over	106,092	81.34%
Age 21 and over	84,358	64.68%
Age 65 and over	10,234	7.85%
2026 Est. Median Age		23.83
2026 Est. Average Age		30.80
2026 Est. Population by Sex	130,432	
Male	66,564	51.03%
Female	63,868	48.97%
2026 Est. Male Population by Age	66,564	
Age 0 - 4	3,198	4.80%
Age 5 - 9	3,198	4.80%
Age 10 - 14	3,031	4.55%
Age 15 - 17	2,737	4.11%
Age 18 - 20	11,419	17.16%
Age 21 - 24	13,931	20.93%
Age 25 - 34	9,205	13.83%
Age 35 - 44	6,579	9.88%
Age 45 - 54	5,000	7.51%
Age 55 - 64	3,637	5.46%
Age 65 - 74	2,830	4.25%
Age 75 - 84	1,465	2.20%
Age 85 and over	334	0.50%
2026 Est. Median Age, Male		23.64
2026 Est. Average Age, Male		30.10

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	63,868	
Age 0 - 4	3,087	4.83%
Age 5 - 9	3,173	4.97%
Age 10 - 14	3,005	4.71%
Age 15 - 17	2,911	4.56%
Age 18 - 20	10,315	16.15%
Age 21 - 24	11,905	18.64%
Age 25 - 34	8,368	13.10%
Age 35 - 44	6,528	10.22%
Age 45 - 54	5,025	7.87%
Age 55 - 64	3,946	6.18%
Age 65 - 74	3,265	5.11%
Age 75 - 84	1,820	2.85%
Age 85 and over	520	0.81%
2026 Est. Median Age, Female		24.05
2026 Est. Average Age, Female		31.40
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	67,777	60.66%
Males, Never Married	36,291	32.48%
Females, Never Married	31,486	28.18%
Married, Spouse present	33,561	30.03%
Married, Spouse absent	2,991	2.68%
Widowed	2,397	2.14%
Males Widowed	485	0.43%
Females Widowed	1,912	1.71%
Divorced	5,014	4.49%
Males Divorced	2,025	1.81%
Females Divorced	2,989	2.67%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,372	2.34%
Some High School, no diploma	1,887	3.22%
High School Graduate (or GED)	8,145	13.92%
Some College, no degree	9,143	15.62%
Associate Degree	4,479	7.65%
Bachelor's Degree	17,700	30.25%
Master's Degree	9,511	16.25%
Professional School Degree	1,383	2.36%
Doctorate Degree	4,902	8.38%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,477	16.02%
High School Graduate	1,589	17.23%
Some College or Associate's Degree	2,363	25.63%
Bachelor's Degree or Higher	3,792	41.12%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	48,265	
2026 Estimate	45,688	
2020 Census	42,420	
2010 Census	35,657	
Growth 2026 - 2031		5.64%
Growth 2020 - 2026		7.70%
Growth 2010 - 2020		18.97%
2026 Est. Households by Household Type	45,688	
Family Households	22,263	48.73%
Nonfamily Households	23,425	51.27%
2026 Est. Group Quarters Population	18,536	
2026 Households by Ethnicity, Hispanic/Latino	7,465	
2026 Est. Households by Household Income	45,688	
Income < \$15,000	7,955	17.41%
Income \$15,000 - \$24,999	4,153	9.09%
Income \$25,000 - \$34,999	4,129	9.04%
Income \$35,000 - \$49,999	6,122	13.40%
Income \$50,000 - \$74,999	6,006	13.15%
Income \$75,000 - \$99,999	4,054	8.87%
Income \$100,000 - \$124,999	3,272	7.16%
Income \$125,000 - \$149,999	2,279	4.99%
Income \$150,000 - \$199,999	3,124	6.84%
Income \$200,000 - \$249,999	1,652	3.62%
Income \$250,000 - \$499,999	1,912	4.18%
Income \$500,000+	1,030	2.25%
2026 Est. Average Household Income		\$89,367
2026 Est. Median Household Income		\$51,530
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,663
Black or African American Alone		\$34,322
American Indian and Alaska Native Alone		\$48,624
Asian Alone		\$65,309
Native Hawaiian and Other Pacific Islander Alone		\$34,544
Some Other Race Alone		\$45,836
Two or More Races		\$42,693
Hispanic or Latino		\$44,067
Not Hispanic or Latino		\$53,899

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	45,688	
Family Households with Children	10,212	22.35%
Family Households without Children	35,476	77.65%
Married-Couple Families	15,609	34.16%
Married-Couple Family, own children	7,320	16.02%
Married-Couple Family, no own children	8,289	18.14%
Cohabiting-Couple Families	2,575	5.64%
Cohabiting-Couple Family, own children	429	0.94%
Cohabiting-Couple Family, no own children	2,146	4.70%
Male Householder Families	12,717	27.83%
Male Householder, own children	282	0.62%
Male Householder, no own children	909	1.99%
Male Householder, only Nonrelatives	4,341	9.50%
Male Householder, Living Alone	7,185	15.73%
Female Householder Families	14,787	32.37%
Female Householder, own children	2,181	4.77%
Female Householder, no own children	1,969	4.31%
Female Householder, only Nonrelatives	3,449	7.55%
Female Householder, Living Alone	7,188	15.73%
2026 Est. Households by Household Size	45,688	
1-person	13,398	29.32%
2-person	14,408	31.54%
3-person	7,236	15.84%
4-person	7,075	15.49%
5-person	2,410	5.28%
6-person	760	1.66%
7-or-more-person	401	0.88%
2026 Est. Average Household Size		2.45
2026 Est. Households by Number of Vehicles	45,688	
No Vehicles	2,581	5.65%
1 Vehicle	16,804	36.78%
2 Vehicles	17,119	37.47%
3 Vehicles	5,395	11.81%
4 Vehicles	3,194	6.99%
5 or more Vehicles	595	1.30%
2026 Est. Average Number of Vehicles		1.8

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	23,657	
2026 Estimate	22,263	
2020 Estimate	20,255	
2010 Census	15,491	
Growth 2026 - 2031		6.26%
Growth 2020 - 2026		9.91%
Growth 2010 - 2020		30.75%
2026 Est. Families by Poverty Status	22,263	
2026 Families at or Above Poverty	19,671	88.36%
2026 Families at or Above Poverty with Children	9,516	42.74%
2026 Families Below Poverty	2,592	11.64%
2026 Families Below Poverty with Children	1,349	6.06%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	64,021	58.25%
Civilian Labor Force, Unemployed	3,595	3.27%
Armed Forces	113	0.10%
Not in Labor Force	42,170	38.37%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	37,403	58.78%
Non-Profit Private Workers	3,999	6.29%
Local Government Workers	868	1.36%
State Government Workers	12,957	20.36%
Federal Government Workers	4,013	6.31%
Self-Employed Workers	4,208	6.61%
Unpaid Family Workers	181	0.28%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,799	2.83%
Arts/Entertainment/Sports	1,508	2.37%
Building Grounds Maintenance	835	1.31%
Business/Financial Operations	3,502	5.50%
Community/Social Services	1,093	1.72%
Computer/Mathematical	2,479	3.90%
Construction/Extraction	1,300	2.04%
Education/Training/Library	9,766	15.35%
Farming/Fishing/Forestry	132	0.21%
Food Prep/Serving	5,033	7.91%
Health Practitioner/Technician	2,912	4.58%
Healthcare Support	1,407	2.21%
Maintenance Repair	1,156	1.82%
Legal	430	0.68%
Life/Physical/Social Science	1,907	3.00%
Management	5,869	9.22%
Office/Admin. Support	6,068	9.54%
Production	1,872	2.94%
Protective Services	1,712	2.69%
Sales/Related	6,653	10.46%
Personal Care/Service	2,543	4.00%
Transportation/Moving	3,653	5.74%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	43,986	69.13%
Blue Collar	7,981	12.54%
Service and Farm	11,662	18.33%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	44,326	71.19%
Car Pooled	4,922	7.91%
Public Transportation	1,942	3.12%
Walked	2,441	3.92%
Bicycle	1,255	2.02%
Other Means	572	0.92%
Worked at Home	6,804	10.93%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	23,189	
15 - 29 Minutes	23,172	
30 - 44 Minutes	5,083	
45 - 59 Minutes	767	
60 or more Minutes	2,343	
2026 Est. Avg Travel Time to Work in Minutes		20

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	45,688	
Owner Occupied	15,924	34.85%
Renter Occupied	29,764	65.15%
2026 Owner Occ. HUs: Avg. Length of Residence		12.90 [†]
2026 Renter Occ. HUs: Avg. Length of Residence		5.10 [†]
2026 Est. Owner-Occupied Housing Units by Value	15,924	
Value Less than \$20,000	236	1.48%
Value \$20,000 - \$39,999	171	1.07%
Value \$40,000 - \$59,999	260	1.63%
Value \$60,000 - \$79,999	89	0.56%
Value \$80,000 - \$99,999	35	0.22%
Value \$100,000 - \$149,999	356	2.24%
Value \$150,000 - \$199,999	345	2.17%
Value \$200,000 - \$299,999	2,372	14.90%
Value \$300,000 - \$399,999	4,188	26.30%
Value \$400,000 - \$499,999	3,123	19.61%
Value \$500,000 - \$749,999	3,107	19.51%
Value \$750,000 - \$999,999	992	6.23%
Value \$1,000,000 or \$1,499,999	384	2.41%
Value \$1,500,000 or \$1,999,999	143	0.90%
Value \$2,000,000+	123	0.77%
2026 Est. Median All Owner-Occupied Housing Value		\$397,757
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	21,097	40.49%
1 Unit Attached	3,432	6.59%
2 Units	2,784	5.34%
3 or 4 Units	5,534	10.62%
5 to 19 Units	9,107	17.48%
20 to 49 Units	2,786	5.35%
50 or More Units	6,063	11.64%
Mobile Home or Trailer	1,205	2.31%
Boat, RV, Van, etc.	94	0.18%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	4,003	7.68%
Housing Units Built 2010 to 2019	11,979	22.99%
Housing Units Built 2000 to 2009	10,150	19.48%
Housing Units Built 1990 to 1999	8,066	15.48%
Housing Units Built 1980 to 1989	8,897	17.08%
Housing Units Built 1970 to 1979	5,732	11.00%
Housing Units Built 1960 to 1969	2,003	3.84%
Housing Units Built 1950 to 1959	785	1.51%
Housing Units Built 1940 to 1949	212	0.41%
Housing Unit Built 1939 or Earlier	275	0.53%
2026 Est. Median Year Structure Built		2000

[†] 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**Retail**Coach®

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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